

THE WEATHER

Desert area forecast: Mostly sunny through Wednesday. Little temperature change. High today 80-90 in upper valleys and 90-100 in lower valleys.

Highs and lows here the past three days were: Saturday, 88 and 42; Sunday, 92 and 47; Monday, 97 and 56.

VOL. XXX NO. 39 14 Pages

THIRTIETH YEAR

The Desert Sun

The Desert Empire's Daily Newspaper

Palm Springs, California, Tuesday, October 16, 1956

EVENINGS

Daily Except Mondays

PHONE 5005

Single Copy 10c Phone 5005

FRISCO-BOUND AIRLINER DITCHES IN PACIFIC, BREAKS UP; 31 SAVED



CHUCKWAGON BREAKFAST at the Cove was one of the trip highlights of the Travellarians, an association of Southern California travel agents and travel editors, who were in this area over the weekend as guests of the Riverside County Board of Trade and Palm

Springs Chamber of Commerce. The group first visited at Blythe on their three-day swing through the county, and reserved Saturday afternoon and evening and Sunday for the Palm Springs area. (Desert Sun photo)

Desert Hospital Hikes Rates for New Patients

Room rate charged at Desert Hospital were revised by the board of directors Monday, to be effective for new patients starting this morning.

These rate changes are the first since early in 1953, despite an average increase in general hospital costs of five per cent yearly, according to Robert Henwood, hospital superintendent. The increase approval followed a survey of rates in other hospitals in Southern California and parts of the northern part of the state.

New rates are: Semi-Private rooms, the most common, \$17 now compared to \$15 before, and compared to a survey average of \$18; Minimum Private rooms, \$22.50, up \$2.50, compared to a variance of \$18 to \$35 in other hospitals; nursery stay for babies, \$2 to \$5 with the new amount the average in other hospitals.

The increases will not reflect very much on the individual patient as the average length of stay is only four days, Henwood said, but it will result in a considerable increase in the overall hospital revenue.

Drug, X-ray and laboratory charges have not changed since 1945 when local facilities were located in the old Palm Springs Community Hospital, he added.

Eisenhower Halts Jet Deliveries To Yugoslavia

WASHINGTON, D.C. — President Eisenhower is halting delivery of more than 200 jet fighter planes and other military equipment to Communist Yugoslavia.

Mr. Eisenhower disclosed the ban in declaring a new policy day on aid to Marshal Tito's regime.

The President said that for the time being U.S. aid for Yugoslavia will be limited to economic assistance, chiefly food grants, and minor military equipment.

Mr. Eisenhower said the ban on delivery of the jet planes and other heavy military equipment will be maintained until the status of Yugoslavia's current relationship with Russia "can be more accurately appraised."

Dow-Jones Averages

By UNITED PRESS

Dow-Jones final stock averages: 30 industrials, 487.57, off 1.83; 20 railroads, 160.79, off 0.37; 15 utilities, 66.16, off 0.33; 85 stocks, 172.33, off 0.61.

Sales today were about 1,580,000 shares, compared with 1,610,000 Monday.

Now You Know Why You Never Tire Of Romantic Movies—It Says Here

HOLLYWOOD, Calif. — There is a basic reason why love stories stay at the top of the motion picture popularity column, according to MGM's Sidney Franklin, director of romantic hits including "the Barretts of Wimpole Street."

Right to Work Laws Defended By Pyle Here

Right to work legislation, which threatens to become a major campaign issue locally, has been adopted by states with Democratic governors and legislatures as well as under Republican administrations, Howard Pyle, administrative assistant to President Eisenhower and former governor of Arizona, told members of the California Republican Assembly Saturday night.

Gov. Pyle was the featured speaker of the three-day Assembly meeting, with the dinner session attended by 300 persons held in the Starlite Room of the Chi Chi Headquarters of the quarterly convention, the last before the election Nov. 6, was at El Mirador Hotel.

No reference was made to the current right to work ordinance being considered by Palm Springs city council, the first city ever to propose such legislation, or to the fact that Richard Richards, Democratic candidate for U.S. Senator, urged that such legislation should be fought by members of the local Democratic club and other persons should fight such enactment.

GOV. PYLE INSTEAD, although obviously aware of such factors, kept his remarks on a state and national level.

In direct support of his statement concerning Democratic support of right to work legislation, he used his own state of Arizona.

"Right to work legislation was placed on the statute books of Arizona under a Democratic governor and Democratic controlled legislature," Gov. Pyle said, and then added, "the present Democratic governor, campaigning for reelection, has stated that this same right to work legislation is not a campaign issue."

In regard to the Taft-Hartley law, Gov. Pyle said that the Democrats have promised in the past to repeat it, but under a Democratic president and Congress this was not accomplished.

"They haven't done anything about it, they don't intend to do See RIGHT TO WORK on Page 3

\$700 Stolen Here

Police today are investigating the theft of \$700, seven one hundred dollar bills, from the apartment of Dr. E. E. Berman of Baltimore, Maryland, at a local hotel.

Council Ponders Comfy Chairs For New City Hall

City Manager R. W. Peterson reported to the council Monday that the new city hall is now 60 percent completed, but was still lagging the month of delay caused by the steel strike.

Completion date for the building has been set for Feb. 1.

The council also discussed furniture for the new building, and selected chairs for the council and department heads.

CHIEF OF POLICE August G. Kettmann, who has assigned Robert Flavin as representative on the new organization, said that it is the department's hope that with the aid of local garage and service station operators, an end can be put to the theft of hub caps.

Officer Flavin said that local service stations displaying the sign that they will mark hub caps free as a public service are ready to mark hub caps. Although it is of most importance that newer and larger cars, as well as cars with special caps, have it done first, all cars will eventually be covered.

THE CHAIRS THAT the council has indicated that it wants to purchase will cost \$2,379 more than the original estimate of \$1,322. Seats for councilmen will cost \$318 each, and for department heads, \$244.

Richard DeLong, Peterson's administrative assistant, said yesterday that the new chairs may make it necessary to eliminate the press and radio table from the dias.

A suggestion by the committee that insurance companies would materially aid the program by insisting that caps be marked on replacement of stolen caps.

Rotary to Hear M&M Consultant

Grant W. Canfield, employee relations consultant for the Merchants and Manufacturers Association, now in convention at El Mirador Hotel, will be the featured speaker at the Wednesday luncheon of the Palm Springs Rotary Club at the Biltmore Hotel.

Canfield's topic will be "How to Select Better Employees." Hy Ranes, city planning director, will be program chairman.

Dance Production

A 40-minute stage production will introduce "Sun Country Dancing" to Palm Springs tonight at the Plaza Theater.

Group Formed To Curb Theft Of Hub Caps

Automobile accessory thefts which now constitute a major crime problem, have caused an organization of law enforcement agencies, and representatives of auto-dealer groups and insurance underwriters which this week took the first step to bring to a stop the "hubnapping" in Palm Springs.

Just over the weekend two more reports of hub cap thefts were given the police department. Joe Odenburg of Glendale reported that hub caps were taken off his 1950 Dodge, and L. A. Harrison of Santa Barbara told police that caps were missing off his 1956 Oldsmobile. Both parties had special hub caps on their cars.

IN PREVIOUS discussions, noted speakers have delved into the necessity of providing more jobs due to the increasing life span, the success of preventive medicine programs conducted by industry.

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THE LICENSE number of the car is printed in the hub cap by means of a vibrating tool which does not break the chrome or cause rust. The marking is permanent and visible. Marking the hub cap is done with three numerals on each side of the valve stem hole, ie: SUN (hole) 123.

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LEGAL NOTICE

NO. 111
NOTICE OF SALE ON EXECUTION
REAL PROPERTY
CONSTABLE'S SALEROMER, O'CONNOR & CO., Inc., Plaintiff
vs.
RAY PENVILLE, etc. Defendant

Under and by virtue of a Writ of Execution issued by the Master of the County of the County of Riverside, State of California, dated the 10th day of May, A.D. 1956 in the above entitled action, and directed to the Constable of Palm Springs, Townships in the County of Riverside, State of California, there is in ROMER, O'CONNOR & CO., Inc., the above named plaintiff, obtained a judgment against RAY PENVILLE individual, and RAY PENVILLE dba DESERT FRESH FLOWERS, a shop and defendant, on the 10th day of May, 1956, for the sum of TWO HUNDRED TWENTY TWO and 02/100 dollars, and costs and counsel fees amounting to TWENTY FIVE and 81/100 dollars. The same day levied upon all the right, title and interest and estate of the above named defendant RAY PENVILLE in and to the following described real property, situated, lying and being CITY OF PALM SPRINGS, Riverside County, State of California, and more particularly described as follows, to-wit:

That certain real property known as 628 Camino Real, in the City of Palm Springs, in the County of Riverside, State of California, and more particularly described as Lot 12, Warm Springs Tract, Map Book 19, Page 14, of Maps and Records on file in the Riverside County Clerk's Office.

PUBLISHED NOTIFICATION is hereby given, that I will on the 8th day of November, A.D. 1956, at 10:30 o'clock a. m. of said day, I will sell all the right, title, claim and interest I have in and to the above described property or so much thereof as may be necessary to satisfy plaintiff's claim, besides all costs, interest and accruing costs.

The sale will take place at the Justice Court in Palm Springs, California, at public auction, for lawful monies to the highest and best bidder.

Dated October 12, A.D. 1956
HOWARD POKE
Constable of Palm Springs, Town-
ship
Published Oct. 16, 23, 30 and Nov. 8
1956.NO. 12
NOTICE OF INTENDED SALE
NOTICE IS HEREBY GIVEN:
That TEITELBAUM FURS OF PALM
SPRINGS, INC., a California corpora-
tion, Owner, who address is 145 North
Palm Canyon, in the City of Los
Angeles, County of Riverside, State of
California, intends to sell to TEITEL-
BAUM OF BEVERLY HILLS, a cor-
poration, Vendee, whose address is 508
South Hill Street, in the City of Los
Angeles, State of California.TEITELBAUM FURS OF PALM
SPRINGS, INC., a California corpora-
tion
By ALBERT TEITELBAUM,
President, Vendee
TEITELBAUM OF BEVERLY
HILLS, a corporation
By DAVID BLAEDER, Vendee
Attorney in fact
Published October 16, 1956ARTHUR MURRAY
invites you to accept a\$50.00 DANCE COURSE
FOR ONLY \$14.50

- 6 individual studio lessons
- An invitation to a student party
- Complete Dance Analysis
- 8 hours practice sessions

Open daily 'till 10 p.m.

Arthur Murray is making this special introductory offer so you can see how much you actually get when you enroll in an Arthur Murray Dance Course! Not only do you learn to dance quickly, easily his "Magic Step" way, but you get to join in the party fun and have lots of good times. Come in now and save.

For Illustrated Dance Booklet Send
10c and Your Name and Address toARTHUR MURRAY
DANCE STUDIO120 West Arenas Road
Palm Springs Phone 2725Desert Hospital
District ParedBoard of directors of Desert Hos-
pital dropped 54 square miles of
land from its jurisdiction Monday,
returning it exclusively to the
Hemet Hospital District.The area involved, located in
the uninhabited area of the Santa
Rosa Mountains, had been located
in both districts. Total tax loss to
the local district because of the
board's action is less than \$10.No one appeared at a public
hearing held prior to the board's
action.Average quota for the monthly
visits during the fall, winter and
spring months is 25 pints. The unit
does not come here during the
summer months.The response Monday, both from
individuals and organization mem-
bers, was exceptional and indicates
an increased interest in the
Blood Bank program and its many
benefits, Henwood said.Among organizations represented
were the Elks Lodge, Kiwanis Club,
Baptist Church, Civil Air
Patrol.Henwood called for a similar visit
of the Blood Bank, with the date to
be announced in the near future.NATION'S WEATHER
By UNITED PRESS
Temperatures and precipitation for
24 hours ending at 4:30 a.m.

	High	Low	Press
Albuquerque	77	58	66
Atlanta	77	55	64
Bakersfield	84	55	73
Boston	75	57	69
Brownsville	88	69	78
Chicago	74	57	66
Dallas	75	56	65
Detroit	80	59	70
El Centro	93	58	83
Fresno	81	48	70
Helena	55	35	45
Kansas City	77	58	66
Los Angeles	78	58	66
Miami	79	58	68
Minneapolis	73	53	64
New Orleans	82	64	73
New York	84	52	74
Oakland	78	54	66
Phoenix	75	57	65
Pittsburgh	78	48	67
Salt Lake City	89	27	71
Seattle	76	53	64
Seattle	89	52	74
Spokane	79	48	67
Thermal	85	57	75
Washington	78	55	68
Tucson	80	55	70

The Crop Reporting Board has
released figures which show that
average output for each laying hen
in 1955 was 192 eggs, compared
with 188 in 1954.

Breathing Problems?

If your physician has
diagnosed you with a
respiratory, heart or
sinus ailment our
skilled inhalation
therapists, without
charge or obligation,
will demonstrate the
latest and finest ne-
bulizers, oxygen breathing
machines and special
breathing devises to you in
your home. You may rent
or buy equipment. For
information on all breathing
problems and medical oxy-
gen, call:Bird Oxygen
Palm Springs Airport
Phone 4229-3966Three Mad Men of Distinction
Exclusive Decca Recording Artists

The Topnotchers

Jeanne Hiller

THE WONDERFUL SINGING DISCOVERY OF
THE LOS ANGELES GREEK THEATER SEASON

COMPLETE DINNER FROM \$2.25

BILL ALEXANDER AND HIS BAND

PHONE 7391 or 5133

FREE PARKING

Sociable, Runaway Elephant Lives
Nixon Campaign Stop in Ohio

EN ROUTE WITH NIXON (UP)—Vice President Richard M. Nixon whipped his whirlwind campaign through Indiana toward New York in pursuit. Her keeper collared her and she went back to being a Republican.

NEW YORK (UP)—Sen. Estes Kefauver temporarily took time out from lambasting Vice President Richard M. Nixon today to prepare for his first nationwide telecast.

The Democratic vice presidential candidate spent an 18-hour day campaigning Monday in Vermont and the New York City area with Nixon as his principal target.

Ed Hawkins
Memorialized

Aides said Nixon planned to answer in Buffalo Democratic presidential nominee Adlai E. Stevenson's defense of his proposal to halt hydrogen bomb tests. The vice president has been challenging Stevenson daily on the topic.

NIXON, WHO MET A JUVENILE elephant in Fort Worth, Tex., a week ago, landed Monday night at the Warren-Youngstown Airport in eastern Ohio to be greeted by a gold-blanketed adult pachyderm named Miss Burma. They just got Miss Burma back in time to be a similar resolution at its next session October 24.



Back Experience

Lee Backstrand has devoted nearly 30 years of his life to unselfish civic and public service for Riverside County.

On November 6th—Reelect Assemblyman

L. M. (Lee) Backstrand
INCUMBENT

Committee to Re-Elect Backstrand — OV 4-8684

Back Backstrand

Coultton's

OFFICE SUPPLIES
OFFICE EQUIPMENT
AND FURNITURE
FREE DELIVERY

390 Sunny Dunes Rd. — Phone 9318
(Next to Stuck Chevrolet)



VILLAGE THEATRE
207 North Palm Canyon Drive
Phone 4384

LAST TIMES TODAY, TUESDAY, OCT. 16
SIZZLING!

CHA-CHA-CHA-CHA-BOOM!

MIAMI EXPOSED



WED.-THURS.-FRI., OCTOBER 17-18-19

CAUGHT IN THE CASSAH!

PORT AFRIQUE
starring **ANGELI** • **PHIL CAREY**
Drama Price



PLAZA THEATRE
128 South Palm Canyon Drive
Phone 4384

TONIGHT ONLY, TUESDAY, OCTOBER 16
PALM SPRINGS PREMIERE

"Sun Country Dance Frolics"



ON THE SCREEN:
DICK POWELL — DEBBIE REYNOLDS
"Susan Slept Here"

WED.-THURS.-FRI.-SAT., OCT. 17-18-19-20

OLIVIA de HAVILLAND
JOHN FORSYTHE • MYRNA LOY
ADOLPHE MENJOU
in CINEMA SCOPe

the Ambassadors Daughter





IN PALM SPRINGS during the Republican State Assembly meeting, Howard S. Pyle, left, and administrative assistant to President Eisenhower, and Mrs. Pyle are met at the Palm Springs airport by Republican National Committeeman Edward Shattuck, Congressional

candidate Jacqueline Cochran Odum and Assembly Regional director Warren Slaughter. Mrs. Odum spoke at the women's luncheon at Howard Manor and Pyle was guest speaker at the Eisenhower Birth-

day banquet held at the Chi Chi restaurant. (Desert Sun Photo)

Jackie Odum Strikes Back at 'Play Girl' Tag in 'Strongest' Campaign Talk

By HILDY CRAWFORD

Jacqueline Cochran Odum's speech before the Republican women's luncheon at Howard Manor on Saturday was the most forceful one of a year-long campaign, with the Congressional candidate from 29th District, loosing a blast of facts and figures at her opponent, D. S. Saund.

Obviously irked at Democratic propaganda which has labeled her "play girl" and made use of the fact that she is a wealthy woman, she proceeded in businesslike fashion to quote from some of her opponent's own published statements.

She said, "He says he is a poor man, yet he owns a home, thousands of dollars worth of equipment, and Dun and Bradstreet check shows he is worth a quarter of a million. I don't call being worth a quarter of a million dollars, being poor."

SAYING THAT SHE, herself, is a product of the sweat shop and

Obey School Speed Zones CHP Warns

Obey school speed zones and avoid killing our children, warns the California Highway Patrol.

"There is a growing lack of obedience to speed limits in school zones," declared Patrol Deputy Commissioner Ross R. McDonald. "This failure to heed school zones can easily lead to a tragic traffic accident involving a school child."

Now that children are back to school it is well for every motorist to review the speed limits in school zones as required by the law," McDonald continued. "A top speed of 15 miles an hour is in effect when passing a school building or grounds while children are going to or leaving the school during opening or closing hours or during noon recess periods.

"This limit also applies when passing any school grounds which are not separated from the highway by a fence, gate or other physical barrier while such grounds are in use by children," he concluded. "Drivers must watch out for children anywhere, for children are apt to do the unexpected any time."

ATTACKING THE indefiniteness of Saund's pledge that he favors "some form of Health Insurance," Mrs. Odum demanded, "What does he mean by that? . . . some form of socialized medicine?"

Advocating an all out campaign on the part of all Republicans between now and election time, to put Ike back in the White House and elect Republican candidates,



Consult Your Life Insurance Agent for Professional Guidance As You Would Your Doctor or Lawyer.

PHONE 2788
Affiliated with
WEINGARTEN & HOUGH
New Address — 176 South Indian Avenue
Opposite the Plaza

HEY, LOOK!
FALL BUILDERS:
WE'VE NEW STOCK,
IN FAMOUS BRANDS.



★ Ualco, Tyco, Rusco Windows

★ Fuller Paints

★ Fine Hardwood

★ Terracrete

★ Power Tools

★ Insulation

★ Roofing

★ Reed Fence

★ Hardware



From Page 1, MORE ABOUT

RIGHT TO WORK

anything about it, and labor is going to be sucked in again by Democratic campaign promises," he charged.

GOV. PYLE DEFENDED the Republican administration's record on labor. Saying that "the facts speak for themselves," he said that union membership is at an all-time high, take-home pay is 15 per cent greater than in 1952, and more people are working than ever before and unemployment was lower last month than in any September on record.

A major portion of his address was devoted to attacking the voting record of Sen. Estes Kefauver who he referred to as the "Heir Apparent," seeing that the Demo-

crats are referring to Vice President Richard Nixon in the same manner.

Gov. Pyle also called for election of a Republican Congress, and asked that locally, Jacqueline Cochran Odum be given all support possible. He appealed for an intensive vote campaign.

The dinner was one of many held throughout the country in honor of President Eisenhower's birthday.

Robert Craig, president of the California Republican Assembly, presided at the meeting. Other speakers included Arnold Rumwell, local Assembly president, and Mayor Florian Boyd, who presented Gov. Pyle with a key to the city.

Summer Tan Heads Hawthorne Cup Field

CHICAGO, Ill. — Summer Tan, den by Dave Erb and owned by Mrs. John W. Galbreath, was headed a field of nine today in the 21st and richest running of the \$130,850 Hawthorne Gold Cup. A 2-1 favorite, Summer Tan, rid-

Burke's Dedeate.

GLEASON is back funnier than ever.

Are You Watching Him? If not CALL 5002.

PSTV

PALM SPRINGS COMMUNITY TELEVISION CORP.
192 S. INDIAN AVENUE, PALM SPRINGS

The Desert Sun

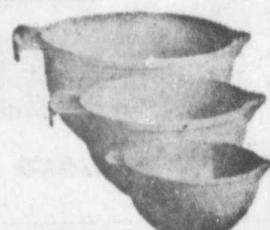
Plastic Mixing Bowls

READER BONUS

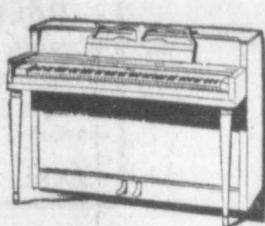
Coupon No. 15

Every Reader of The Daily Desert Sun can have this set of Colorful, Plastic Mixing Bowls simply by presenting 6 Reader Bonus Coupons plus \$1.95 (tax included) at our office.

A differently numbered Reader Bonus Coupon will be published each day, starting Sept. 25 and continuing through Oct. 12. Clip and save these coupons and when you have six differently numbered coupons (they do not have to be consecutive) bring them to The Daily Desert Sun office and claim your set of 3 Colorful, Pliable Plastic Mixing Bowls.



You can pick up your set starting Tuesday, Oct. 2 from 9:15 A.M. to 5:15 P.M., and each Saturday from 9 A.M. until Noon, or call Palm Springs 5005. All coupons void after Oct. 23.



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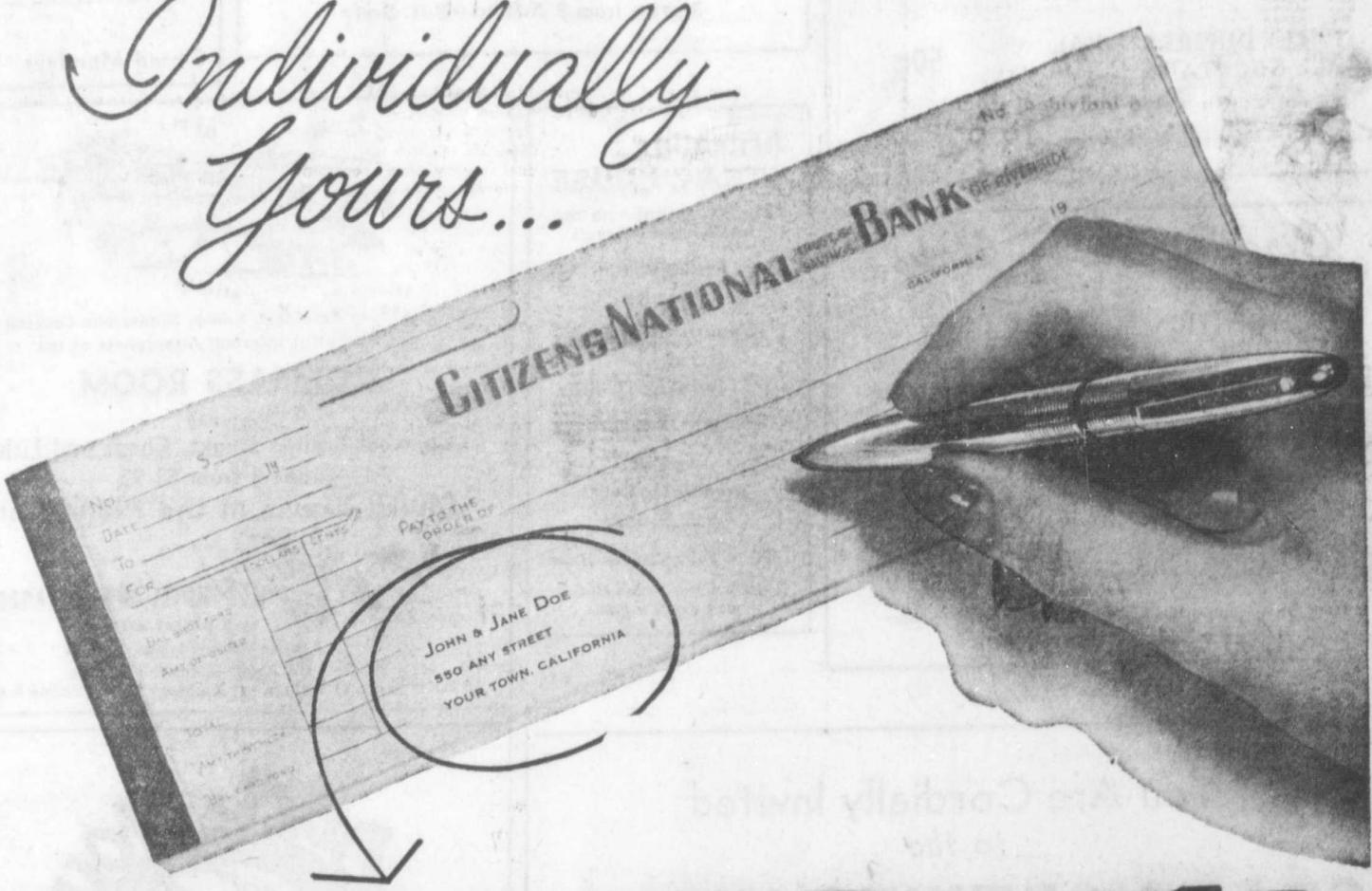
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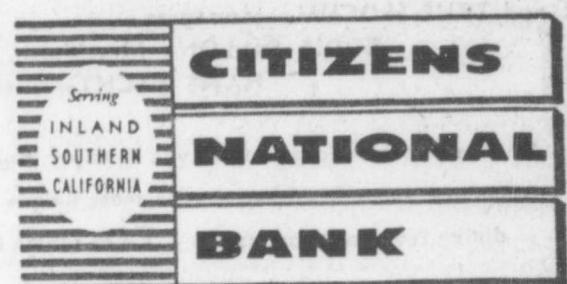
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Palm Desert
By GRETCHEN CHEESEMAN

Tab Hunter, the well-known young movie star, spent the weekend in the desert, and is a familiar figure around the Shadow Mountain Club pool.

Miss Jean Hanousek, daughter of Mr. and Mrs. R. J. Hanousek, spent the weekend with her parents at their Yerba Santa Street home.

The Palm Desert Community Church held their second service of the season last Sunday. The Rev. Warren C. McClain, the new pastor, will be installed by the Riverside Presbytery officials, Sunday afternoon, Oct. 21, at 3 o'clock.

The Adobe has completely redecorated six units. This popular resort is owned and managed by Jim and Marilyn Harstad. Marilyn's mother, Mrs. Harold Smith will be arriving any day. Mr. and Mrs. W. Beedle, parents of the famous William Holden, have been staying at the Adobe and looking

Mrs. Adrian Schwick is enter-

ting her niece, Patricia Gift of Allentown, Pa., for a few days. Mrs. Schwick gave a small luncheon at Shadow Mountain Club on Wednesday to introduce this young lady to her friends. Mr. and Mrs. Boynton Jones gave Patricia a surprise birthday party on the same evening at Shadow Mountain Club.

Last Saturday night at Shadow Mountain Club proved that desert folk are returning for the winter season. The members and their guests included Mrs. Leslie Clancy, Mrs. Nittinger, Mrs. Evelyn Smith, Fred Siemen, Mr. and Mrs. Ernest Blenkorn, Mr. and Mrs. Hayden Bolander, Mr. and Mrs. Andrew Moseley, and the Paul Barnes, Mrs. Alice Muro, the Neal Chadbourne, Donald Hamiltons, B. K. Richardson, his son and wife, Gil Cornelius, Harry Donivan, Mrs. Dorothy Grant, F. S. Paden, Dennis Bromley, Mrs. Evonne Ridell and guests, the Forrest Bowers, Lloyd Robbins, Mr. and Mrs. E. J. Vondrak and party, Mrs. Joseph Moon and son, Joe, Jr., Mr. and Mrs. George Moore, and Mr. and Mrs. H. D. Rousseau.

Recent guests at Shadow Mountain Terrace were Mr. and Mrs. R. E. Liss of LaJolla, Mr. and Mrs. J. Wildon Green and Miss Nancy Green of Pasadena, Miss Frances B. Whippy of Laguna, and Mr. and Mrs. J. B. Messick and Wendi Messick, also Miss Karen Rice, all from Playa del Ray.

Mr. and Mrs. Frank Atha have sent out invitations for cocktails, buffet supper and dancing on Sunday, Oct. 21 to be held at their Brentwood Park home. Many from Palm Desert will attend this affair. Frank and Crystal Atha are members of the Sun Lodge Colony and spend many weekends on the desert.

Mrs. Adrian Schwick is enter-

Greek King Rejects
\$198,500 Raise

ATHENS, Greece (UPI)—King Paul said today he will forego the private allowance increase granted him by Parliament this week and will cut expenses instead.

Parliament increased the royal family allowance by one-half, raising it to \$397,000. The King said he decided against acceptance because of accusations of overspending and criticism of his pleasure trips.

Oct. 18, has a treat for its members and guests in the way of a program. Elizabeth Talbot-Martin, famous for her "Satirical Monologues," is the guest artist.

BUSINESSMAN BACKS
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"Because he has benefited our state and country while practising strict economy."

EARL COFFMAN

Humes Return To Palm Desert

Grace and "Rock" Hume, who spent four months in Lake Tahoe this summer, are back at their home in Palm Desert.

Mrs. Hume, owner of "Grace's Sportswear," opens her tenth season in Palm Desert this year. During the summer she made several buying trips to Los Angeles and of a long growing season.

S.D. Health

PIERRE, S. D. (UPI)—One of the "lacks" concerning health in South Dakota is a lack of knowledge of health services available. T. A. Evans, educational director of the state's health department, has been cooperating with the State Agriculture Extension Service in conducting health lessons for home agents. He suggests that counties create an "awareness" of the health personnel shortage and to make good use of facilities now available.

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Filet Mignon Steak Dinner	\$3.50
1/2 Fried Chicken (Pan Fried) Dinner	\$2.25
Prime Chopped Sirloin Steak Plate Dinner	\$1.25
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COFFEE SHOP
Serving 8 A.M. to 8 P.M. Daily

Full Course Dinners from 1.95
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Cocktails From Our Taproom

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PUBLIC INVITED
Dinners from \$2.50
Service from 8 A.M. to 9 P.M. Daily

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Specializing in
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Our Chef: Frank, formerly of Beverly Hills Club
Open 11:30 A.M. to 2:30 P.M. and 5:00 to 10:00 P.M.
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From \$1.75 at the

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Home Cooked
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Featuring Sour-Cream
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Breakfast—Lunch—Dinner
Complete Dinner
From \$1.65

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Open Year Round

Famous for
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Nightly
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Air Conditioned
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to the
GRAND OPENING WEEK
of the beautiful
Caravan Room

The Lone Palm Hotel

where there's

SI and TRUE SLOCUM—Managers
EDDIE DILLON—Mixologist
HANS HECHT—Chef Supreme

Will be pleased and proud for you to enjoy exquisite cuisine
in a most unusual setting — The most unique and exciting
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Boys
Nightly



Brunch to start the day at 10:00 a.m.
Dinner service 4:00 p.m. 'til closing.
Dancing Nightly.
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AT ITS FINEST... visit RANCHO MIRAGE!
An Art Linkletter Development

The West's busiest people have chosen exclusive Rancho Mirage as their place to relax in the sun. Its discreet proximity to Palm Springs and the desert playgrounds, its sunny, healthful climate, its luxurious exclusive homes and its unmatched scenery have drawn discriminating people to Rancho Mirage. For casual, gracious living, see distinctive Rancho Mirage today. Homes range from \$15,500 to \$26,950. Drive down today and see desert living at its finest at beautiful Rancho Mirage, located between Thunderbird Golf Club and Shadow Mountain Club.

Furnished models now open for your inspection.
Large View Lots Available

New Sales and Building Policies Set for Grandview Development

New policies in sales and building affecting the Grandview Unit of the Art Linkletter—A. Ronald Button development in Rancho Mirage, were announced today by Mel Anderson, general manager of the Rancho Mirage Realty.

Additional sales offices of the Realty Co. opened last week in Los Angeles and Pasadena and with the present intensive landscaping program under way on the Grandview unit, the policy has been inaugurated requiring that on every fourth Rancho Estate site purchased, the home be built within a two-year period.

Stated Anderson, after commenting on the many developments where people have bought for speculation and the property lies vacant, "This new procedure in real estate sales and building with its attendant architectural restrictions, will constantly create homes and inevitably add to the value and beauty of the Rancho Mirage development."

AN INTENSIVE program of beautification along Highway 111 in Rancho Mirage has been laid out, and of business development along that frontage. The project includes new landscaping, lighting innovations, the paving of additional roads, and construction of a business district with a possible medical center.

Active in real estate for the past 30 years, Anderson, who took over the management of the Rancho Mirage Realty on Sept. 1, has been associated with most of the major real estate developments in Southern California. Former general manager of the Walter H. Leimert Company, credited to be the largest general real estate company on the west coast, he took part in the development of Beverly Hills on Sunset Strip, Baldwin Gardens, Beverly Wood in Beverly Hills and Leimert Park, all in the Los Angeles area.

From 1947 to 1952 he was president of Mutual Selling Organization and general manager of the Borrego Springs development in San Diego county. Prior to that time as sales manager of the

Vee Nisley Home After Buying Trip

Vee Nisley of "Vee Nisley Interiors" is back at her studio in Rancho Mirage after a four day buying trip to Los Angeles last week for the new—Desert Patch motel addition in Palm Desert.

Miss Nisley, who is the owner of the new "World Room" of the Desert Patch, opened her studio last month in Rancho Mirage.

Twenty-three representatives of the various travel agencies, steamship companies, etc., the "Travelarians," gathered in the Compass Room of the Desert Air Hotel Sunday evening for cocktails and dinner and were fascinated with the view of at least fifty planes of various types on the landing field.

One balmy evening last week found Captain and Mrs. Dwight S. Zimmerman, of Kansas City, dining in the Compass Room.

At the Desert Air Hotel for a few days of sun and relaxation are Mr. and Mrs. D. R. Pickard, Salt Lake City, and for the week are Mr. and Mrs. Ed Thays of Sacramento, Mr. and Mrs. Colin Webb of Covina, and Mr. Robert A. Brown of Houston, Texas.

The weekend was hopping with activity, with about thirty members of the Aviation Breakfast Club, enjoying the perfect fall weather, and from Santa Barbara came the Sheriff's Aro Squadron.

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Society

Hildy Crawford, Society Editor
Phone 5005

Mrs. August Paul Is New Regent D.A.R. Chapter

Following a dessert luncheon at the home of Mrs. Herbert Foster, Cahillia Chapter D.A.R. held its first business meeting with Mrs. Frederick Watson, Regent president.

The resignation of the Regent was submitted and accepted and Mrs. August K. Paul became the new Regent. Filling the vacancy caused by the resignation of Mrs. Leon M. Wilbur, Mrs. Reynard L. Joseph was appointed treasurer.

An interesting program was presented by Mrs. Perle M. Swart.

Weekend guests of Mr. and Mrs. Francis J. Pruitt of 1642 South Calle Marcus were their daughter and son-in-law Mr. and Mrs. Frank Dunn of Fullerton.

To protect a rubber swim cap in winter storage, wash and dry it thoroughly. Then sprinkle it inside and out with talcum powder or corn starch.

Social and Club CALENDAR

(Clubs and organizations are invited to call in calendar dates to 5005.)

October 16
Beta Sigma Phi, 42-078
Rio del Sol Rd., 7:30 p.m.

October 17
Welfare and Friendly Aid, Health Center, 3 p.m.
Cahillia P.T.A. Chuckwagon, Tamarisk Park, 6 p.m.

October 18
Lions, Chi Chi, noon.
Jaycees, Legion Hall, 7:30 p.m.
Elks Lodge No. 1905, 8 p.m.

October 19
J.C. Steak Fry, Desert Inn
Mashie Course, 7:30 p.m.

October 20
Soroptimists, 752 Palo Verde Ave., noon.
Kiwanis, Biltmore, noon

October 21
Lions, Chi Chi, noon.



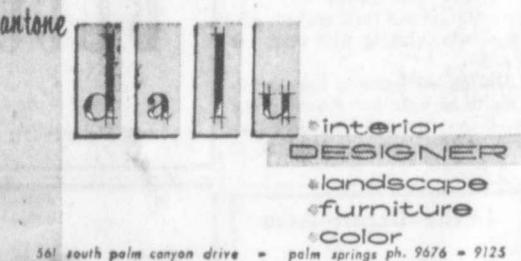
REPUBLICAN WOMEN heard Jacqueline Cochran Odum deliver the most forceful address of her campaign for a Congressional seat, when she addressed a luncheon meeting at Howard Manor on Saturday. Here Mrs. Odum stands between, Mrs. Earl Coffman, on right, and Margaret Martha Meis, State Assembly vice president, who presided at the luncheon. Seated are Mrs. Edward Shattuck, on left, and Mrs. Frank Bennett. (Desert Sun Photo).

Grandparents Again

Mr. and Mrs. Stuart Allen announce the birth of their second grandchild, a son, to Mr. and Mrs. Kipp Pritzlaff of Encino. Mrs. Pritzlaff is the former Mary Allen of Palm Springs.

Mrs. Tom Lunde of Ross, California, has been a houseguest of Mrs. Verna Clarke of 2475 Cardillo, this past week.

furniture — draperies — carpeting



Slenderizing News

AGES 14 TO 70



I'M 28 POUNDS THINNER AND I LOVE IT!

"I don't think anybody ever dreaded reducing the way I did," says Miss Ann P. Johnson, pretty Los Angeles receptionist of 430 South Burnside. "Then one day I couldn't get into my old stand-by size 20 skirt and I called Stauffer! In two months they've brought me from 156 to 128 pounds and I loved every minute of it."

You too can achieve weight loss, inch loss, and a more beautiful posture with Stauffer System. Why not make that phone call now that can mean the beginning of a new life? FREE TRIAL VISIT AND FIGURE ANALYSIS. No obligation. Budget terms.

Stauffer System

238 World-Wide Salons
Open 9 a.m. to 7 p.m. Daily Saturdays 9 a.m. to 4 p.m.
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PLENTY OF FREE PARKING Next to Thrifty

May we suggest
that
now is a good time
to
select your

Personalized
Christmas Cards.

Come in
and see our
wonderful selection
of traditional
and modern cards.

Edward Canby Studio
707 N. Palm Canyon Dr.



For pleasing color combinations and well balanced arrangements of furnishing there is no substitute for experience.

ARTHUR ELROD, LTD., 886 North Palm Canyon Dr.

Easterer Here To Visit Sister

Mrs. Keith T. Middleton of New Britain, Connecticut, is here for a fortnight's visit with her sister Miss Isabelle Charneau.

The visitor, visited in San Francisco with their parents Mr. and

Mrs. Jules Charneau, before coming here.

She has fallen in love with Palm Springs and may give up her plans for buying a home in St. Croix, Virgin Islands, and become a Villager.

Be the Most! in Bebop and Ballroom Dancing

New Teen-Age Classes With

TRIXIE JARRETTE

Tuesday at 5:00 P.M.

Trixies Dance Studio

670 Calle Palo Fierro — Palm Springs — Phone 5810

DESERT GARDEN DATE SHOP



Famous for 20 years for the fine quality of dates and dried fruits of the season. Carefully packed to order.

We'll be looking for you in our new location.

We ship world-wide.

354 North Palm Canyon Drive

Across from the Telephone Company

Formerly at Palm Canyon Drive and Andrea Road

Here we are

in

The new season

in

A new building

with

New things

and

More to come.

Barbara Wills, Inc.

INTERIORS

Hoagy Carmichael, President

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IT'S
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BULL!

You'll be JUST the greatest
in a new Toreador Blouse
And as dainty as a doll.

Yet you have never seen so
practical a lace trimmed
drip dry fine
cotton and
only \$8.95.



Ruth Bradley
FASHION CENTER

457 North Palm Canyon Drive Phone 5333
Across From Citizen's Bank

New Products

A new cream-base medication that doesn't sting even when applied to open wounds is being marketed. The maker claims the product is more effective than iodine, mercuriochrome or eorthioate. The cream base is supposed to keep the medication in intact with the wound longer than powder or liquid antiseptics.

The medication is greaseless, stainless and easily washable from the skin, according to the manufacturer. You can even eat the contents of a tube and suffer no effects. (Johnson & Johnson, New Brunswick, N. J.)

White Sun

Opens Doors

Mr. and Mrs. J. C. Dengler opened the gates to their White Sun Guest Ranch Saturday night, October 13. An atmosphere of informality was enjoyed by the guests, many of whom attend each year. Music plays an important part at the popular Ranch, and Saturday night was no exception, with the guests playing for dancing and entertainment led by Mrs. Dengler on accordion and Mr. Dengler with his guitar.

Among the guests and friends were: Mr. and Mrs. Henry Wilcoxon producer of Cecil B. DeMille's "The Ten Commandments"; Dr. and Mrs. Poldi Engleman of Los Angeles; Art Salisbury, owner of the "Jolly Roger" in Balboa and in Honolulu.

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What To Do

Use clear nail polish to patch a small hole in window or door screen. Just dab a drop on the wax.

Dice fresh Bartlett pears into mayonnaise dressing for fruit salad, to add texture and flavor.

You get A SLENDER FIGURE relaxing at home

with the STAUFFER
HOME PLAN



Are you tired of being overweight, of not looking smart in your clothes? Then you should learn about the modern STAUFFER HOME PLAN which slims inches from ankles, thighs, hips, tummy, upper arms... beautifies posture, makes your carriage more graceful, firms and tightens muscles, gently molds your present figure into lovelier lines. The Plan consists of passive exercise through use of the machine, plus reduced caloric intake. It is the modern reducing method. Vogue Magazine calls "the lazy way to exercise."

STAUFFER HOME PLAN
You can buy it for 50¢ a day
RENT-IT-BY-THE-MONTH
A Stauffer representative will demonstrate the Stauffer Home Unit for you in your home, at your convenience. No obligation. Write or call today for a courtesy demonstration.

Call Pam
Springs 701

Lee A.
Blvd.
Les 3, California

Around Town

with Hildy Crawford

"Let's get acquainted" . . . is the slogan in Palm Springs this week . . . with everyone downtown wearing name tags . . . It is a good time to pin a name . . . on people you see all the time . . . It's a good time to foster that feeling of friendliness . . . that is a root part of Village tradition . . . Every year Palm Springs expands . . . and in the winter months it swells to city-size . . . but no matter how big we get . . . it is important that we cherish that Village spirit . . . and welcome our visitors and tourists . . . with genuine warmth . . .

Long a part of Village tradition . . . the Racquet Club's opening dinner dance Saturday night . . . was a gay reunion for members and friends . . . as a crowd filled the club that has been the scene of so many happy times . . .

It was good to find Tex and Sy behind the bar . . . Maitre d' Albert welcoming the diners . . . and Teddy Noell and his orchestra playing for the dancing . . .

Something new and exciting . . . is the balcony effect the Mural Room has . . . now that the side wall has been removed, between it and the main dining room . . . It gives a spacious effect, more airiness . . . and it's elevated just enough that I think this is going to become the choice spot for diners . . .

Songs from "My Fair Lady" . . . sung by Jimmy Kerr . . . added to the evening's entertainment.

The club's first weekend . . . found the Freeman Gossdens registered there . . . and Spencer Tracy . . . Dinah Shore and George Montgomery . . . and Jack Benny were all seen around the club this weekend . . .

The Philip Carsons flew in Thursday night . . . and are at their home on Linda Vista Drive . . . Carlson is the philanthropist, who recently gave a \$250,000 library to his home town . . . Bridgeport, Connecticut . . .

Joan Davis was there with Jerry Nathanson . . . Elsinore MacPherson with the Bill Murpheys . . . the Walt Disney's with a party of friends . . . Florence and Harold Murphy were hosts to a table which included Dorothy and Harry Joe Brown, Margaret and S. P. Manasee, Foxy and Ed Leshin, and the Irwin Isenbergs . . .

Helen and Jack Kenaston had Dutch Smith and Evelyn Carr with them . . . Dutch is looking great after his operation this summer . . . With the Graham Dexters were Bess Bender and Dr. Frank Fara . . . The Charles Feinmans

MASONIC Notices
MASONIC TEMPLE
Ramon Road
P. S. LODGE, F & A.M.
No. 693
Every Monday
7:30 P. M.
JOBS DAUGHTERS
1st and 3rd Tues.
7:30 P. M.
Desert Chapter
R.A.M. No. 150
1st and 3rd Wed.
7:30 P. M.
O. E. S.
1st and 3rd Thurs.
8:00 P. M.
SHRINE CLUB
1st Tues at 12 Noon
Doll House
HI 12 CLUB
1st and 3rd Thurs., Noon
Desert Aire Hotel
Rancho Mirage

JUST BACK from the World Series, Ralph and Nancy Kiner were celebrating their fifth wedding anniversary Saturday night at the Racquet Club. (Anderson Photo).



SATURDAY NIGHT'S dinner dance at the Racquet Club, first of the season, drew a crowd of members and friends. Pictured arriving are, from left, Evelyn Carr, Dutch Smith and Mrs. John Kenaston. (Anderson Photo).

7 Post-Birthday Party Given by Kitty Kieley

Eighteen classmates from St. Theresa School were invited to the Tom Kieley home at 2777 East Baristo Road Saturday evening, as guests of the Kieleys' daughter Kitty, who was celebrating her 12th birthday. The celebration had been postponed from her actual birthday, which is September 13.

Dancing and games followed the dinner, with its traditional birthday cake.

Guests at the birthday party were: Lynne Coffman, Diane Coday, Linda Lafrantz, Laura Pratt, Mary Jane Waldron, Debby Coonan, Judy Gillette, Nonny Scully, Karen Anderson, Jimmy Ritter, Michael Cohen, Michael Riley, Tony Minnenello, Robert Malone, Brent Hough, Ricky Burnham, Philip Singular, Victor Stumpf.

L.A. Surgeon And Wife on Vacation Here

Dr. and Mrs. Lewis Gunther of Beverly Hills, who have been staying at Deep Well Ranch, were guests of Dr. and Mrs. Joseph Sage Tuesday evening in the Biltmore Garden Room. Also in the dinner group were Mr. and Mrs. Jack Copass.

After the dinner, Dr. Gunther, who is Chief of Medicine at Cedars of Lebanon Hospital, addressed the staff of Desert Hospital at the invitation of Dr. Sage. He also showed colored slides and films of surgical treatment of angina pectoris.

The Gunthers were also guests at a Wednesday morning brunch at the Copass home on South Calle Marcus. The two men have been acquainted since World War II days, when Dr. Gunther was heart specialist at Long Beach Naval Hospital and Copass was a patient there.



BOB WAGNER, who is currently doing a role in "Jesse James," is talking with Charles Farrel and Mousie Powell at the Racquet Club's first dinner

dance of the season, which filled the club with a capacity crowd Saturday night. (Anderson Photo).

Parent Guild Re-Elects Mrs. Morris

Between 60 and 70 attended the first meeting of the Nellie N. Coffman Junior High School Parent's Guild, held Thursday evening in the High School cafeteria with an election of officers for the new 1956-57 season.

Mrs. George Morris was re-elected president; Thurman Arnold, vice president; Mrs. Hy Finerman, secretary; Mrs. Joseph Sage, treasurer; Mrs. Wade Ellis and Mrs. James Ketchersid, program chairmen.

During the evening, interesting discussions were held by the teachers and parents on school discipline, school activities and homework.

All parents and interested persons are invited to attend these meetings which will be held the second Thursday in every month.

Weekend Here

Staying at the El Mirador over the weekend were Mr. and Mrs. John Stauffer from Los Angeles. The Stauffers own a home here on Via Lola and were here to supervise the opening of their home and see how their new swimming pool was progressing.

Born on 13th

A baby girl, weighing six pounds four and a half ounces, was born at Desert Hospital on October 13, to Mr. and Mrs. Robert Manchel 2253 Belding Drive.

Pan-Hellenic Starts Meetings On October 25

Coachella Valley Pan Hellenic will hold its first informal luncheon of the season October 25 at Shadow Mountain Club at 12:30 with Mrs. Robert Ellsworth and Mrs. Frances Pruitt as co-hostesses.

New officers for the 1956-57 season are Mrs. Frances Pruitt president, Mrs. Donald Enitz, vice president, Mrs. Roger Williams, secretary, Mrs. Clyde Hollenbeck, treasurer, Mrs. Wade Ellis and Mrs. James Ketchersid, program chairmen.

Any member of a National Society is welcome to attend and are asked to call the following numbers for reservations. Mrs. Pruitt 5728, and Mrs. Ellsworth, Palm Desert 76-2271.

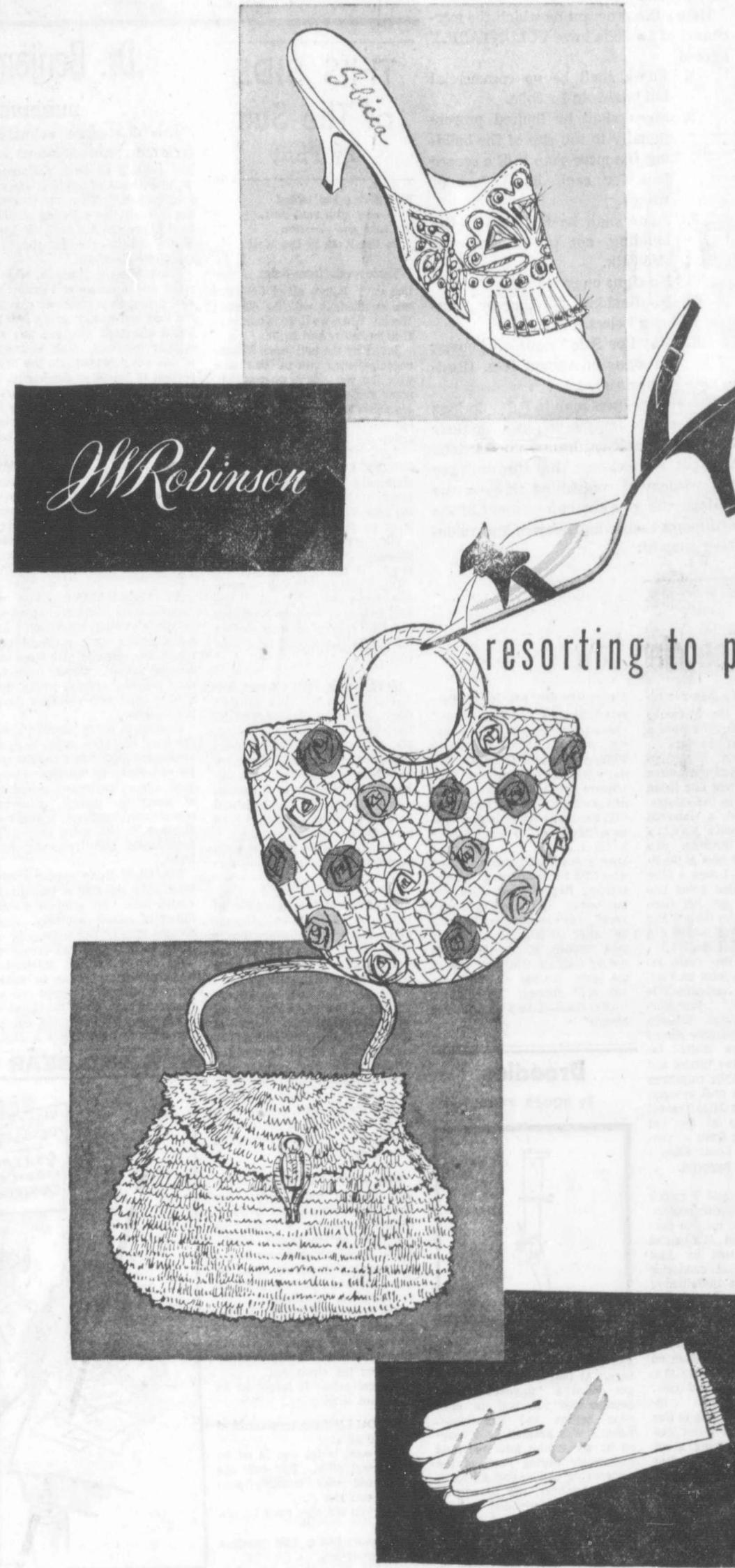
Attend Fall Rally

Representatives of congregations of the Lutheran Church Missouri Synod were in Elsinore today attending the Fall Rally of the Palm zone of the Lutheran Women's Missionary League.

Palm Springs women in attendance were Mrs. Elden Miller, Chester Madison, Fred Hathaway, Orvil Zappe, Gene Stormoen.

Maude McQuillan and her sister Sylvia Chaney are home again at 1146 El Alameda after spending two months in Oklahoma and Ohio. The sisters visited friends and relatives in Hayesville, Ohio, their birthplace.

PALM SPRINGS



J.W. ROBINSON A WORLD OF FASHION VALUES AT YOUR DOORSTEP • SHOP 10:00 TO 5:30 • 163 N. PALM CANYON DRIVE • TELEPHONE 2864

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THE DESERT SUN PUBLISHING CO.
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OLIVER B. JAYNES, Editor

WARD J. RISVOLD, Publisher

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Telephone 5003

WILLIAM RASHALL, Promotion Director

DON KLOTZBUECHER, City Editor

The Desert Sun is an independent news paper dedicated to truth, accuracy, and impartiality in the news; to the progress of the desert region; to the support of that which it believes to be right and to the defeat of that which it believes to be wrong.

Editor's Corner

GOOD TASTE MEANS BETTER BUSINESS

With the above slogan as their guiding principle, the business men of La Jolla, Calif., through their Town Council have agreed among themselves to abide by a set of rules governing signs in the attractive beach community. They are determined that they are not going to let La Jolla go the way of so many other California cities which have been spoiled by the creeping paralysis of uncontrolled signs.

This cooperative attitude on the part of the businessmen of La Jolla is a fine example for the merchants and hotel owners of Palm Springs.

La Jolla has retained its charm more than any other Southern California beach town by this policy which its merchants have established. Carmel, on the Monterey Peninsula, is another community which, although smaller, has preserved its unique atmosphere by the cooperation of its business interests.

Palm Springs is in much the same position as these other resort communities whose charm could easily be spoiled by uncontrolled signs. (Zoning is equally important but not quite as difficult to regulate.)

Maintaining its reputation as one of the nation's most attractive desert resorts is so vital to the future prosperity of Palm Springs that the City Council was prevailed upon several years ago to enact an ordinance restricting the size, nature and location of signs. This city law has been frequently under attack and it is the most difficult regulation to enforce. Many merchants paying high rents feel that they should have signs attracting business. This is a fallacy because "advertising" signs are not in keeping with the character of this re-

sort community, and could, in time, defeat their very purpose.

Palm Springs attracts visitors, vacationists and new residents by its charm as well as its advantageous climate. It is these people who patronize the stores. Signs of an attractive nature should serve the sole purpose of identifying each establishment. The charm of the community is an advertisement for all the stores and hotels. By this sound reasoning the business interests of this community should be thankful that we have a sign ordinance. They should comply with the regulations, because the measure was adopted to protect them and their investment. They should bear in mind also that competition for larger and more elaborate signs can become very expensive.

Here's the program on which the merchants of La Jolla have VOLUNTARILY agreed:

1. There shall be no commercial bill boards in La Jolla.
2. Signs shall be limited proportionally to the size of the building (no more than 1/4 of a square foot for each lineal foot of space).
3. Signs shall be flat against the building, not overhanging the sidewalk.
4. No signs on roof tops.
5. No flashing, blinking or "running" electric signs.
6. No "For Sale" signs on houses; no signs on vacant lots. (Resident note).

If every business man in Palm Springs will give this important phase of their business operation here some serious thought, we feel sure that they will see the wisdom of controlling signs in the Village and give the enforcement of the ordinance their wholehearted and voluntary support.

MIKE CONNOLY:

Greg Bautzer Teaching Law

In London they're calling Marilyn Monroe "The American Diana Dors" . . . Greg Bautzer, recently we to Dana Wynter, teaches a law class at UCLA while she's making "Something of Value" at M-G-M . . . Cy Feuer and Ernie Martin, who produced "Can Can" and other musical smashes on Broadway, signed a deal to make a movie of Dan Cushman's "Stay Away, Joe," a novel published in 1952 . . . If you think Marshall Field's is crowded you should see 20th-Fox's set for "The Girl Can't Help It" when Jayne Mansfield is working . . . The actor who played the second lead role in Kraft Theatre's "Murder of a Sand Flea" last week was named Rip Torn . . . So a young actor here in Hollywood decided to change his name to Warren Peace . . . Favorite pastime for Grace and Frankie Albertson is making up names for actors. This is the one they invented for a new serial star; Cliff Hanger. Here's another, for a handsome leading man: Tab Collar.

DAN DAILEY WAS set to co-star with Barbara Rush and David Niven in 20th-Fox's "Oh, Men! Oh, Women!" . . . Friend of mine who has seen some footage on "Anastasia" tell me Ingrid Bergman is better in it than she was in "Gaslight" . . . Deborah Kerr, currently shooting "Heaven Knows, Mr. Allison" in Tobago, is in better shape physically than she's ever been but you'll never know it because she wears a nun's habit throughout the picture . . . Ethel Barrymore is producer Phillip Dunne's Godmother. The late Finley Peter Dunne was Sammy Colt's Godfather. So on Monday of this week Finley Peter's son Philip signed Ethel's son Sammy for a top featured role in "Three Brave Men" . . . Stuart Cramer, Jean Peters' ex-spouse, bought Louis Hayward's home in the Hollywood Hills and the Haywards are moving to the flatlands of Malibu . . . Shirley Jones signed to make one picture a year for 20th-Fox, thanks to her work in "Oklahoma!" and "Carousel," for the next seven years.

ROCKIN', ROLLIN' Roberta

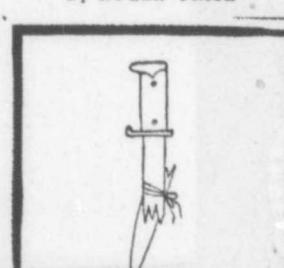
Sherwood wound up her record-breaking stand at the Mocambo and Ella Fitzgerald, who woos a gentler muse, opens this week . . . You wonder where all those Metropolitan Opera execs were when they let a great talent like Helen Traubel go to sing in the saloons. Miss Traubel had a fabulous opening at Hollywood's Moulin Rouge. Jimmy Durante, who came on for a quick bow at the finale, said, "I feel I was a little responsible for Helen going into the nightclubs. I got her from the Met to the Moulin Rouge. And you know something"—she can wind up at the Band Box! . . . The Band Box, if this needs explaining, is a little joint on Fairfax Avenue, in an unattractive part of Los Angeles . . . Mae Murray got up to dance, between shows, and the orchestra played "The Merry Widow Waltz" for her, after which Mae turned and took a deep bow to the ringsiders . . . Yep, it was a real swinger, a gasser, and when Miss Traubel took a flying leap at any old melody (everything from a "Car-men" aria to "St. Louis Blues") that's when I was happiest.

EDDIE FISHER and Frank Sinatra formed a music publishing company, Saga, Inc., to publish their own songs. It's named after the boat owned by Axel Stordahl, the musical conductor . . . Barbara Nichols' definition of tolerance: Something that keeps a new bride from reforming her husband right away . . . M-G-M is looking around for a leading lady for Big Crosby in "Man on Fire." Must be in her early 20s, must be good-looking and chic. Sounds like Kathy Grant . . . Incidentally, Bing won't sing in this one . . . Eva Marie Saint and Nigel Patrick are talking about setting up their own independent production company: Saint-Patrick.

TV TOPICS—Oh, NO!—A Hollywood supermarket chain featured an Elvis Presley record for 29 cents with every \$10 purchase last week and more than \$62,000 worth of groceries moved off the shelves in four days . . . Judy Garland, who works up a queen-size appetite with her vocal gymnastics on the stage of the Palace in New

Doodles

By ROGER PRICE



STUCK BAYONET

The History of the bayonet began in France in the 16th Century. At that time a small dagger called a "Bayonet" was popular and was used to open wine bottles and Frenchmen. Later it was adopted as a weapon by all Armies and was used extensively during each of the wars we've had to end all wars. Today, however, the bayonet is considered old-fashioned because experts have invented more deadly weapons such as the flame thrower, the machine gun and the sports car. This sort of makes an orphan out of the bayonet, but Infantry soldiers still carry them and find them useful for trimming whiskers on bivouac or for toasting K-Ration Weenies.

Who Cares About Cost—Promise It Anyway'



THIS SIDE of The Sun

By Phat

The Series has ended
So now with real zest,
We turn our attention
To the Week of the West

1. There shall be no commercial bill boards in La Jolla.
2. Signs shall be limited proportionally to the size of the building (no more than 1/4 of a square foot for each lineal foot of space).
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4. No signs on roof tops.
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CLIFF CAMPBELL and T. D. McDonald, co-chairmen of the event, are scurrying around, talking here and there, also looking busily on plans for the carnival.

Saved by the bell when Village organizations came to the rescue with the necessary whereabouts, plans are going on apace for the big event which will set the spark for the high-powered season, already ready on.

In some individuals with markedly irritable stomachs or in others who have had a portion of the stomach removed surgically because of an intractable ulcer or cancer, food is rather quickly dumped into the bowel in large amounts. Particularly is this evident where the stomach has been resected or a portion of it removed, with a new opening made into the second portion of bowel or jejunum.

AN UNPLEASANT group of symptoms is therefore referred to as the dumping syndrome. As noted above some of these patients are neurotic and have increased spasm. Such neurosis may also be present where the surgery and new openings have been made.

Usually 10 or 15 minutes after the meal has been eaten, in such individuals, there is a sudden onset of fullness in the upper abdomen, and an unpleasant sensation of sweating, nausea, gaseous eructations, weakness, a marked increase in the pulse rate with palpitations and frequently collapse.

Not all of these appear every time. The severity of the attack varies from very mild to a condition of actual disability. The patient usually lies down, and in doing so begins to feel improved very shortly. These manifestations are more prone to occur when the meal has been one of carbohydrates, that is starches and sugars. For with the dumping of such food comes a rapid

Naturally, I am in favor of the printed word. That you can skip if in the mood, by merely wetting a thumb and turning the page.

With the air kind, you have to ease yourself out of a comfortable chair if you would reduce the volume or turn it off.

THE KIND of advertising which irks me and would induce me NOT to buy the product involved, is that on billboards which hide the view, on the panels of delivery trucks which weave in and out, causing consternation on the highways and—the top pest—advertising via telephone.

You are in the shower and the telephone rings. You wrap a towel around the middle and slosh across the floor, leaving wet footprints on the clean rug.

You gotta go. It might be an important call.

SO YOU LIFT the receiver. And a voice says:

"We want to let you in on an exceptional offer. For only \$50 down and easy monthly payments, you can . . ."

Then you tell him what he can

And now that's one product you'll never buy.

Just like the product of the firm whose name appeared on the billboard that blotted out the scenery or was emblazoned on the delivery truck that almost sent you

into the ditch.

TODAY'S SPORTS PARADE

By OSCAR FILEY
United Press Sport Writer
Reg. U.S. P. Off.

NEW YORK — It's shed any tears for Sunny Jim Fitzsimmons; the 81-year-old train has a young horse back in the ring who looks almost as good as his old Nashua.

His name is Bold Ruler, a lightly campaigned two-year-old colt with a world speed and the same racing course as his former stablemate.

In his most recent outing last Saturday, Bold Ruler, who represents the Wheaton stable, ran away from a strong field in the Futurity at Belmont Park. He'll make his next start in the Garden State Stakes—the world's richest race—at Garden State Park Oct. 27.

IF HE WINS in Garden State, Jim Fitzsimmons' latest racing "phenom" undoubtably will wind up as the champion two-year-old of 1956 and the fire book favorite for next year's Kentucky Derby.

Asked if he thought Bold Ruler has the stuff to develop into another Nashua, Fitzsimmons declined a prediction on the grounds that Bold Ruler hasn't had a sufficient number of races. But Eddie Arcaro, who was Nashua's regular pilot and now is inherited the mounts on Bold Ruler, wasn't so cautious.

"Bold Ruler is good colt," said master "Eddie." "Of course, it's hard to tell if he'll develop into another Nashua but right now I'd have to say he's as good as Nashua was at this point in his career."

ARCARO'S OPINION is supported by the records. As a two-year-old, Nashua wins six of eight starts and earned \$1,865. Bold Ruler thus far has six of seven of eight and has a bankroll of \$139,050. If he wins the Garden State, Bold Ruler easily surpasses the \$200,000 mark of earnings.

Bold Ruler didn't make his racing debut until last April at Jamaica Park last month, the dark brown colt finished second to Nashua in an allowance race. That was Bold Ruler's first defeat, but he gained revenge in the Futurity, speeding to a two-length triumph in the Youthful and the Juvenile stakes before a soft back knocked him out of training.

When he turned to action at Belmont Park last month, the dark brown colt finished second to Nashua in an allowance race. That was Bold Ruler's first defeat, but he gained revenge in the Futurity, speeding to a two-length triumph in the Youthful and the Juvenile stakes before a soft back knocked him out of training.

"He's getting back in form now after a summer lay-off," Fitzsimmons admitted after the Futurity, "and he should be a tough horse to beat the rest of the year."

Star-Studded Apple Valley Tourney

APPLE VALLEY — Some of the nation's top professionals teed off today in the opening round of the \$5,000-hold Apple Valley Invitational Golf Tournament.

Headin the star studded field were George Bayer and Mike Souchak, Bayer, a 260-pounder from Gossinger, N.Y., currently holds the PGA driving champion-

Cary Middlecoff, U.S. Open champ from Memphis, Tenn., and Cliff Mangrum, Los Angeles Open, also were expected to burn the Apple Valley course in the two-day pro amateur tourney.

Olympic Soccers Will Face A. All-Stars

LOS ANGELES — The U.S. Olympic soccer team will face the Los Angeles All-Stars Sunday in a final game before flying to Japan to begin a pre-Melbourne series of games it was disclosed today.

ECORD-BREAKING SWAPS SIDELINED BY LEG INJURY



SWAPS, the great thoroughbred who holds five world records, limps toward his quarters to undergo X-ray after pulling up lame in a workout at Garden State Park, Camden, N.J. Leading him is his trainer, Meshach Tenney. Note how Swaps holds aloft his aching left hind leg. X-ray shows Swaps suffered a ruptured blood vessel which will keep him out of action for four months. (International)

Plan Big 10 Subsidy Change

Secret Probe Paves Way to Speed Trials Drastic Action This Weekend

CHICAGO — Rules changes to clearly define what Big Ten schools can do to recruit and assist athletes will be proposed to the conference in December as the result of a previously secret survey report on current practices.

Though the current aids and policies on recruiting are "legal" and, within present conference rules, the amounts granted in aid have become a matter of "concern" to conference officials.

ALREADY ONE recommendation to restrict aid has been approved in principle by the conference at a special meeting in August. This will require that aid to athletes be given completely on a basis of need, with "need" defined by a hard and fast formula and assessed by an independent agency.

The voluminous "secret report," which circulated to the presidents of conference institutions, athletic directors and faculty representatives, was prepared by a six-man committee. It was designed to be blunt and shocking in its presentation of facts for study.

Some of its revelations were:

1. ALL BUT 12 of the 258 football lettermen in 1955 were in contact with football coaches before matriculation and only six athletes were unsolicited. Most athletes visited three schools at least; some went to six or more. Entertainment expense has become so great that controls became necessary at some institutions. At one school expense was \$13,500 and 95 percent of the prospective athletes receive either meals or lodging.

2. ALUMI CLUBS are being organized systematically, and there is reliance upon alumni to contact athletes and arrange campus visits. Prospects have become "shoppers." Football coaching staffs have been enlarged with recruitment a primary aim.

3. The conference schools are on an "offer" basis with aid in the form of work and/or unearned aid offered virtually every athlete. Subsidies have increased to staggering proportions and literal work-aid requirements "are being bent if not tortured."

4. ATHLETES LAST year received an average of \$260 in aid compared to \$47 in 1948. Football and basketball lettermen at nine schools averaged \$609.83 in aid. Unearned aid jumped more than 600 percent between 1948 and 1955, from \$56,694 to \$348,688.

5. Payrolls on "make-work" by athletic departments average \$46,300 per year, four times the 1946 payrolls. In many programs jobs specify an amount per month rather than hourly pay.

6. Coaching staffs believe that coaches at other schools are "crowding or violating" the rules. The report has served as a "re-evaluation of the Big Ten code," commissioner Kenneth L. Wilson said. He described it as "primarily an effort to analyze trends."

THE COMMITTEE warned that, should the trend continue, educational administrators might dissolve the sports program. However, the committee found a "minimum of abuse" in academic favoritism."

DODGERS NOSE OUT Hawaii Red Sox

HONOLULU — The Brooklyn Dodgers racked up 14 hits but were forced into an extra inning Monday night before defeating the Hawaii Red Sox, 7-3, in the Bums' final game here.

ECORD-BREAKING SWAPS SIDELINED BY LEG INJURY



SWAPS, the great thoroughbred who holds five world records, limps toward his quarters to undergo X-ray after pulling up lame in a workout at Garden State Park, Camden, N.J. Leading him is his trainer, Meshach Tenney. Note how Swaps holds aloft his aching left hind leg. X-ray shows Swaps suffered a ruptured blood vessel which will keep him out of action for four months. (International)

Salton Sea

Paves Way to Speed Trials Drastic Action This Weekend

Determined to smash existing speed records for limited classes in hydroplanes and runabouts, the cream of the nation's drivers will meet next Saturday and Sunday to vie for honors at Desert Shores Resort on the Salton Sea.

Sponsored by the Southern California Speedboat Club, Inc., the Salton Sea Mile Trials will feature performances by the world's fastest boats in their respective classes.

Stiff competition is promised by such ace pilots as Barney Navarro, of Glendale, at the wheel of 7 liter champion craft, "Restless." Navarro recently broke the world competition record at Newport Beach and figures to even better his time at Desert Shores. Another hot contender in the 266 class will be Bob Willis of Long Beach, driving "Rough Neck II." Sid Street, who cracked up at the Sea three years ago, will appear in his new "Zip" with which he hopes to top 130 miles per hour.

Also on deck, will be Rich Hallett of Downey, current holder of the world record in the 225 class of 107 miles per hour. Hallett will pilot his stock V-8 speedster, "Flying Saucer." Another blue chip entry will be George Matucci of Oakland, former driver of the world famous, "Mixmaster." Matucci will be at the wheel of the "California Kid" for the Salton Mile Trials. Rodger Murphy of Piedmont will drive the "Galloping Gale."

Officials for the event will be Kent Hitchcock, chairman; Jack Smith, referee; J. Otto Crocker, timer; James Carter, starter; Peggy Hitchcock, scorer; Robert Sykes, measurer; Paul Humphrey, pit manager; and Kent Hitchcock will represent IRC.

The public is invited to see the regatta. Admission is free and the Desert Shores Resort will provide free parking.

Patterson-Moore Fight Called Sure Of Clean Verdict

NEW YORK — Manager Cus D'Amato unexpectedly admitted today he had received "assurances" of clean officiating at Chicago before he permitted young Floyd Patterson to accept the Nov. 30th fight with Archie Moore at Chicago Stadium for the vacant heavyweight crown.

D'Amato's admission was unexpected because promoter Jim Norris, announcing the match in New York Monday night, said, "I have not heard anything about any assurances."

D'Amato explained today, "I have been given assurances about officiating at Chicago, but I am not at liberty to discuss it."

The stocky, gray-haired pilot of Brooklyn's sensational 21-year-old contender, had refused for several weeks to let Patterson fight 39-year-old Moore in Chicago, "because of my suspicions of Chicago officiating."

Dodgers Nose Out Hawaii Red Sox

HONOLULU — The Brooklyn Dodgers racked up 14 hits but were forced into an extra inning Monday night before defeating the Hawaii Red Sox, 7-3, in the Bums' final game here.

Michigan State Climbing Toward Leading Sooners

NEW YORK — Oklahoma seeking its second straight national college football championship and third consecutive all-victorious season, topped Michigan State by a slim margin of seven points today in the United Press ratings.

Oklahoma led the Big Ten team by 15 points last week but lost ground despite the 45-0 wallop it handed Texas Saturday. Oklahoma received a total of 325 points. Michigan State, a 53-6 victor over Indiana, was solidly entrenched in second place with 318.

GEORGIA TECH, with 244, advanced from fifth to third in ballooning by the 35 coaches who rate the teams weekly for the United Press. Most of the top teams won easily last weekend and Baylor, which moved up from 12th to 10th, was the only newcomer among the first 10 schools. Baylor replaced Texas A&M, which was held to a 14-14 tie by Houston.

Ohio State's defending Big Ten champions were fourth with 220 points and Texas Christian, fifth with 207. They were tied for third last week.

Reynolds Denies He Seeks Governorship

"OKLAHOMA, — Allie Reynolds, a former New York Yankee World Series pitching hero today dismissed a report he would run for governor of Oklahoma as "premature" and insisted "I have no political ambitions."

Bud Saile Jr. Hits 156 MPH at Lake Mead

LAS VEGAS — Bud Saile Jr., of Detroit, today blamed "calm water" for failing to break the world's water speed record of 145 miles an hour on the front stretch and hit 156.682 miles an hour on the back stretch Monday at Lake Mead.

PLUNGING OVER from the four-yard line is Gordy Young, Stanford fullback. It was the Cardinal's first touchdown at Palo Alto, in a tough contest.

The Desert Sun Tuesday, Oct. 16, 1956 9

MORRISON ON GOLF

Golf Better Without False Pride

By ALEX J. MORRISON
Author of "A New Way to Better Golf," Teacher of Champions

THE PERSONAL satisfaction had from any and all success in golf is indeed extraordinary. In most other activities ranging from business, professions and athletics, even the best performances afford satisfaction that suffers by comparison with the golfer's reactions. His elation over an extra good shot or round may know no bounds. If he makes a hole in one he may go completely berserk.

Much as I've tried to understand this phenomena its full meaning escapes me. After a champion bowler has given an outstanding performance he may snap his fingers or slap himself on the knee by way of expressing his feelings.

At pitching horse shoes a ring-er causes no great excitement.

Perhaps the peak, outside of golf, is reached when Mickey Mantle, during a World Series game, sends one over the fence.

But Mantle's elation is relatively subdued and short lived.

It remains for something comparable to an ace in golf to set up the performer with an everlasting exultation.

THE BEST clue I've found to the whole business is its concentration on the party of the first part. The golfer can claim that he did it all by himself. According to conventional standards in golf this is the player's privilege. But there's a mighty heavy string tied to it. By abusing this privilege the least bit he misleads

himself. No golfer ever made a hole in one solely by his own skill.

In every case a certain amount of good breaks were involved. Consider how many shots you miss when you concentrate only on playing them your way. This finds you being governed mainly by your own false pride.

Without some approximation of the correct swing, the proper club and ball, along with proper planning of the shot you are just gambling on being accidentally successful. Face this and you'll be on your way to consistent success.

• by King Features Syndicate Inc.



Golf fan Elaine Anderson, of San Bernardino, Calif., adds lipstick to the putter credited for major part in tournament victories. Luck, skill and more often personal ego are deciding factors in golf.



REYNOLDS DENIES HE SEEKS GOVERNORSHIP

"OKLAHOMA, — Allie Reynolds, a former New York Yankee World Series pitching hero today dismissed a report he would run for governor of Oklahoma as "premature" and insisted "I have no political ambitions."

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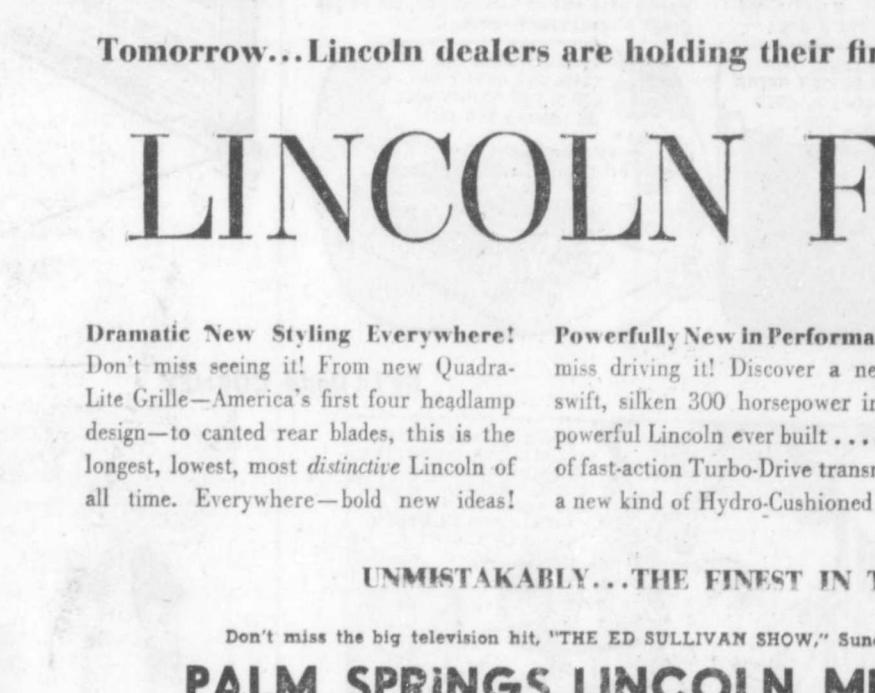
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THE COMMITTEE warned that, should the trend continue, educational administrators might dissolve the sports program. However, the committee found a "minimum of abuse" in academic favoritism."

ECORD-BREAKING SWAPS SIDELINED BY LEG INJURY



SWAPS, the great thoroughbred who holds five world records, limps toward his quarters to undergo X-ray after pulling up lame in a workout at Garden State Park, Camden, N.J. Leading him is his trainer, Meshach Tenney. Note how Swaps holds aloft his aching left hind leg. X-ray shows Swaps suffered a ruptured blood vessel which will keep him out of action for four months. (International)

TOMORROW... Lincoln dealers are holding their first showing of the dramatically new

LINCOLN FOR 1957

Dramatic New Styling Everywhere!

Don't miss seeing it! From new Quadra-Lite Grille—America's first four headlamp design—to canted rear blades, this is the longest, lowest, most distinctive Lincoln of all time. Everywhere—bold new ideas!

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driving fine car ever built. Everything you touch turns to power! Electric door locks, 6-way power seats, power lubrication are just a few of Lincoln's automatic luxuries.

UNMISTAKABLY... THE FINEST IN THE FINE CAR FIELD

Don't miss the big television hit, "THE ED SULLIVAN SHOW," Sunday evening 8:00 to 9:00. Station KNXT, Channel 2

ARCHIE



By Bob Montana

DENNIS the MENACE

H. KETCHAM

The Desert Sun

Tuesday, Oct 6, 1956

10

THE TOODLES



by the Baers

POGO



By Walt Kelly

RIVETS



By George Sixta

MUGGS and SKEETER



By Wally Bishop

ETTA KETT



By Paul Robinson

SECRET AGENT X9



By Mel Graff

MARK TRAIL



By Ed Dodd



DAILY CROSSWORD

ANSWER, EXPANDING

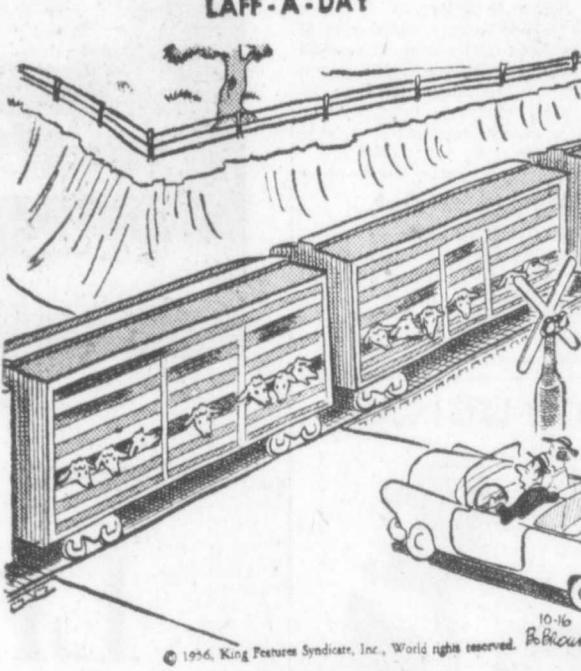
DAILY CRYPTOQUOTE — Here's how to work it:
A X Y D L B A A X R
I S L O N G F E L L O W

One letter simply stands for another. In this example A is used for the three L's, X for the two O's, etc. Single letters, apostrophes, the length and formation of the words are all hints. Each day the code letters are different.

A Cryptogram Quotation

C I P J B Z U H L R B J V R B C I Y R S B D
Y C V S Z P K C P V C O P R — C K N U B Z.Yesterday's Cryptogram: I AM A MAN MORE SINN'D AGAINST THAN SINNING—SHAKESPEARE.
Distributed by King Features Syndicate

LAFF-A-DAY



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"I'm getting sleepy!"

CORNEY



H. KETCHAM

The Desert Sun

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COUPLE to manage local motel or apartments. Write George Hall, 12127 Hammock, Culver City.

EXPERIENCED colored woman wants work, local references. PHONE 3288

EXPERT Child Care. Practical Nurse, day or night. Own car. Mayme Wyman — Phone 5627

SEMI-RETIRING man (40) will do some work in exchange for room or apartment. Box 190, File K-7.

PAINTING, decorating, paper hanging. Very reasonable. Free estimates. Ph. 5850, 2341.

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ALCOHOLICS ANONYMOUS. Phone 2701. Meetings Wednesday at 8:30 (Airport); Friday 8:30 St. Paul's Episcopal Church Parish House.

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\$35,000—Largest and Most Beautiful Lot in Las Palmas.

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\$28,000—Top location. Practically on Palm Canyon. Three units now on lot with room for more and pool.

\$67,500—Downtown business corner. Price includes approximately \$13,000 in fixtures.

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SACRIFICE to close partnership.

Section of land located two miles

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for Depot closest to Palm

Springs. Also between two blvds.

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Section 3, T-4, R-5, RSE. Price

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8 UNITS—Best income value. Deluxe 1 bedroom—living room, kitchen. Ideal for yearly lease. Furnished by Barker Bros. 16x38 POOL. Landscaped and fenced. 3 units have private patios. All this for \$59,000. Also available, adjoining lot with room for 5 more units.

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80 LEVEL ACRES—near new subdivision. Close in. Terrific potential. Full price: \$60,000. \$25,000 down, balance on liberal terms.

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ADJOINING Deep Well—3 bedroom, 2 bath, pool. Reduced to \$27,500.

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NEW 3 BEDROOM, 2 bath and pool. \$22,950.

UNITS
12 UNITS WITH POOL \$75,000
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24,840 sq. ft. of Palm Canyon frontage. Close in. C-3 zone. Terms—will subdivide. \$70,000.

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200 x 200' CORNER—Choice location for 20 units. \$35,000.

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TAHQUITZ ESTATES — 3 bedrooms, 2 baths, beautifully furnished. Walled in lot. \$29,500. terms.

PALM SPRINGS loveliest home—located in Deep Well. Large rooms, centered around a 20x38 pool, completely furnished. Beautifully landscaped, walled lot. You will like this one at \$45,000. terms.

SLEEPER—3 large lots zoned R-3, near Palm Canyon Drive. Plus 5-room home—now leased. Room for multiple units. \$35,000 terms.

EXCLUSIVE panoramic lots, excellent locations from \$4500 to \$10,000. Ask about 2 R-2 lots, \$4500 and \$5500.

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\$12,500—unfurnished, new, good existing loan.

\$19,500—2 bedroom, 2 bath, new, large lot. Out.

\$28,500—2 bedroom, 2 bath. Pool. South. Furnished.

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ESTATES — 2 of Villages finest.

ACREAGE near Tamarisk Country Club

LOT—R-1 View—south end, 200 x 140. Pre boom price. Must see to appreciate.

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CORNER LOT—106' x 100', across from \$40,000 homes. Price \$5000.

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UNITS — 4 new large luxurious rentals — plus adjoining lot. Terrible location. Now open for inspection.

ESTATE type R-1 lot, underground utilities. Water shares. \$8500.

FABULOUS RANCH — 60 ACRES Thompson and Riviars. Early crop. Terrific producer. Sandy loam, prime healthy vines. 2 wells plus canal water. 2 Bed room home, help's quarters, storage building. Potential net \$65,000. For limited time \$120,000.

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Magnificent Possession

3 BEDROOM, 2 bath home located in Tahquitz River Estates. Attractive landscaping is well established. Small pool has southern exposure for maximum winter sun. Furnishings are in very good taste. This is a good buy at \$33,000 furnished.

Owner Must Move

WILL EXCHANGE 5 bedroom, 3 bath furnished home with pool for comparable home in Beverly Hills, Palos Verdes or other good area in the Los Angeles district.

OUR NEW 1956 ILLUSTRATED BROCHURE IS NOW AVAILABLE.
VISIT US IN OUR NEW OFFICE AND PICK UP ONE OF THE BROCHURES.

HAROLD HICKS

REALTOR

Mildred Jackson Associates
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Jim Crowe Paul Aust William Hopkins
Cub Parker Ken Herman

NEW ADDRESS
1345 North Palm Canyon Drive
9681 NEW PHONE 9681

"HORIZONS UNLIMITED"

5 SPACIOUS UNITS

LIVE COMFORTABLY in owner's 2 bedroom 1 1/2 bath apartment and collect rent from 4 furnished 1 bedroom apartments—all have complete kitchens. Situated one block from Palm Canyon Drive on lot 100' x 112', walled and landscaped.

Present owners up to their necks in other business—must sell. \$49,500. Terms.

SUPERB ESTATE SITE IN ULTRA EXCLUSIVE DISTRICT

WALKING DISTANCE of town, 150' x 255', walled and lovely trees. Irrigation water shares included.

ONE OF THE FEW EXCLUSIVE SITES LEFT IN PALM SPRINGS. Price \$29,500.

Muriel E. Fulton, Realtor

FRANCES WILSON
Oasis Building — 125 South Palm Canyon Drive
Palm Springs, California
Phone 2225

Terrific Values

MODERN 2 bedroom, 2 bath home with fireplace.

MODERN 3 bedroom, 2 bath home. One bedroom and bath with separate entrance.

UNITS
ATTRACTIVE duplex — Walking distance to town. 2 fireplaces, enclosed patio.

MOST COMFORTABLE smaller home San Lucas. Splendid outdoor living area. \$24,500.

4 FURNISHED income units with pool.

RENTALS — Tennis Club Area. Good terms.

LOT—heart of Deep Well—the finest—\$8500.

12 MODERN units with pool. Fine location.

ATTRACTIVE PRICES INFORMATION ON REQUEST

ADOLPH ISRAEL

REALTOR
"THE BUYERS BROKER"
671 N. Palm Canyon
Phone 2981

ADJOINING THUNDERBIRD

on COUNTRY CLUB DRIVE

Luxurious 2 bedroom, 2 bath home with double garage.

Glass-enclosed living room, 26 x 25, terrific view, fireplace.

Refrigeration and forced air heat.

Ice-maker refrigerator, range and garbage disposal.

Draperies and wall-to-wall carpets.

Built-in TV, Hi-Fi player, FM.

Exceptional storage, many built ins.

\$35,000.

Owner—P. S. 8-7303 or Palm Desert 76-4931.

(May also be bought completely furnished for \$39,000).

TOP BILLING

TERRY RAY

773 N. PALM CANYON

POOL SPECIALS

Home with pool \$17,500

Income with pool \$17,500

Home with pool \$25,950

HOME AND INCOME — Walk to shops and P.O. Lovely 2 bedroom 2 bath home plus 2 separate apartments. Nicely furnished.

TV. Minimum income \$225 per month. Perfect for retired couple Only \$35,000. Good terms.

IMMEDIATE OCCUPANCY — 3 bedrooms, 2 baths. Fireplace. Exclusive south end area. Large pool, sundeck. Excellent investment. Walk in for only \$31,500—furnished. Good terms.

OWNER LEAVING — forced sale. Reduced from \$89,500 to \$79,500. 7 gorgeous new kitchen units, furnished. Includes owner's 2 bedroom home. Large pool. TV room and barbecue. Top location. CALL NOW!

LARGE HOTEL SITE—top hotel area. 200 ft. frontage, fronts 3 streets. It's legal to steal this at \$35,000. Terms.

HIGHWAY FRONTAGE — 128 acres, some improvement including priority water rights. Ripe for subdivision. Call for further details.

PHONE 2064

Howard Palmer Associates

Bess Matloff Art Campbell

Betty Luce Helen Churchill

\$39,500. Terms.

\$3000

100' x 150' Level R-1 Lot

BUILDERS

R-3 LOT will handle 15 units, south end. \$17,500. Terms.

SPECULATORS

20 ACRES at city limits, all utilities to property. Will subdivide to 80 choice lots. \$3000 per acre.

(May also be bought completely furnished for \$39,000).

CROWN REALTY

SUITE 18, THE PLAZA PH. 9523

"WRIGHT" BUYS

160 ACRES LEVEL LAND

With Water Well. Located between

Hwy 99 and 111.

ONLY \$387.50 PER ACRE

BEAUTIFUL furnished 3 bedroom, 2 bath home in lovely El Mirador Estates. Only \$29,500.

INCOME WITH PRIDE

12 beautifully furnished units. Refrigerated air conditioning. Latest design pool with ample relaxation area. Ideal location. Offered to qualified purchasers for \$135,000.

PHONE 2064

Associates

Esther P. Hammond

Lisa Jones Marian Mathews

Charles Mathews

875 N. Palm Canyon Drive

Phone 5373

WANTED

TO

LEASE

HOTEL

BY RESPONSIBLE COUPLE

Box 190, Desert Sun, File K-6

6 UNITS — CHOICE LOCATION

\$22,500 Down — L. Hammond

128 W. ANDREAS. PH. 9154

744 Broadway

Ph. 8-7191

DON CAMERON, Realtor

22 YEARS ON THE DESERT

Foremost acreage and land development consultants.

BEST SPECULATIVE BUYS!

55 ACRES—North of Highway 111—\$165 per acre.

40 ACRES on paved street with water. \$300 per acre.

10 ACRES near Highway 111—\$850 per acre.

50 ACRES adjoining Thunderbird Country Club. \$5000 per acre. Terms.

ASSOCIATES

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ON "THE STRIP," HIGHWAY 111, RANCHO MIRAGE
Phone P.S. 8-4932 — Palm Desert 76-3961HEAR the "DON CAMERON SHOW" over K C M J every
SUNDAY AT 3 P.M. for the BEST BUYS on the DESERT!

CATHEDRAL CITY

1 BEDROOM home near Cathedral City. Lovely lawn and shrubs. On leased land. Total price only \$3450. This is a nice place for little money.

INCOME PROPERTY—Furnished home plus 4 furnished apartments on leased land. Income \$260 per month. Can be bought with \$4000 down. Total price \$10,500. If you want to make money from a small investment this is it!

1 BEDROOM FURNISHED house overlooking Tamarisk Golf Course. High ground, wonderful view. Horse corral and barn, plenty of trees, water and elbow room. Priced for quick sale. \$12,750. Terms.

SMALL DRESS SHOP, near Palm Springs. Good business, money maker! Excellent terms.

SHOE STORE—No competition, a busy place.

CAFE—Busy spot. Beer license. Good chance to expand business. This is a good opportunity for live wire.

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Cal Brown—Associate Broker and Business Opportunity Broker.
Associates—Charles Scott — Ben Rothenberg — Merle Cooper
58-574 Broadway (Highway 111)
Cathedral City Phone 8-3401

Apartments for Rent 43

BEAUTIFUL Studio Apartments. Utilities. Heated Pool. Lobby with TV. By month \$275, for year \$1800. El Coronado, 1410 South Palm Canyon.

ULTRA modern, new unfurnished, 1 bedroom, TV Cable, fireplace. Pool, extra closets, tile floors, adults. \$125. 835 So Camino Real, Apt. 1. Phone 4609 or 4607.

DELUXE Furnished Apartment, large 1 bedroom, neat, clean, pool, TV Cable. Wonderful south end location. \$145 month. Reid-Wade Realtors — Ph. 2855

ONE bedroom furnished apartment, 1 block from Bullock's, utilities paid, by month or season. Hotel Winter Garden, 205 S. Palm Canyon Drive.

BRAND NEW

LARGE 1 Bedroom, unfurnished, separate laundry room, pool. 629 THORNHILL ROAD PH. 7470

LOVELY 1 bedroom apartment. Pool, private patio, air conditioning. Completely furnished. 970 Parocela — Ph. 3772

FURNISHED 1 Bedroom Apartment with fireplace, outside barbecue and patio. Also studio apartment. 558 Calle Abronia.

1 AND 2 bedroom. Day, week or month. Pool, TV in every unit. Bermuda Palms, 650 Indio Rd. Ph. 9944.

LIVING room, bedroom and bath. Kitchen privileges. Ladies only. Contact Vern Baumgardner. 210 E. Amado — Ph. 2591

NEW Modern design, lavishly furnished, spacious 1 bedroom, 3 minutes to center. Pool, cable. 1821 E. Amado. Phone 7663.

TWO furnished, two-room apartments, complete kitchens. Close in. \$75 and \$85 until June 1st. 537 Calle Palo Fierro—Ph. 5385

\$25 MONTH only. 4 room house to right caretaker couple. Light duties. N. Palm Springs area. PHONE 4-2613

KITCHENETTE Apartments and Rooms, air cooled, centrally located, swimming pool. Reasonable Rates. Ph. 9006.

NICELY furnished 1 bedroom apartments, also studio apartment, on year or season lease. 967 Camino Parocela. Ph. 6327.

STUDIO apartment furnished, with use of heated pool. \$125 including utilities. Call evenings, 610 Camino Real, phone 4927.

35 COLUMBIA Trailer for season. Pool privileges. See at Ramon Trailer Park, Lot 265.

PENTHOUSE, nice 2 room, tub, shower, garage, cable, season. 2 adults. 276 Palo Verde Ave.

1 BEDROOM furnished apartment, pullman bath. \$110 month. Adults 547 CALLE ABRONIA

1 BEDROOM full bath, fireplace. Colorful, furnished. Nice Reasonable. Phone 6921.

LARGE 2 bedroom, panel ray, air conditioned, TV Cable. Close in. 555 Calle Roca.

The Desert Sun Tuesday, Oct. 16, 1956 13

Real Estate for Sale

INVESTIGATE BEFORE YOU INVEST!

NEAR RANCH CLUB—Beautiful 3 bedroom, 2 bath home, built one year. Wonderful location! Stove, refrigerator, drapes and curtains included in price of \$18,000. Substantial down, balance \$120 per month including taxes and interest.

PALM DESERT—Furnished 3 bedroom and den, 2 kitchens, 2 baths, fireplace, 3 coolers. Lot 75x125. Full price \$14,500. Only \$5000 down, balance \$100 per month.

MODERN 3 BEDROOM HOME. 2 full baths, showers over tubs, large hallway, living room across entire front, wall to wall carpet in living room. Drapes included in price. Only 3 blocks from new school. Lot 102x100. This home is spic and span. Must see to appreciate! Price \$15,250. 1/3 down.

IMMEDIATE OCCUPANCY—Near High School—Modern 2 bedroom home. Double attached garage. Price includes drapes, carpets, electric range and refrigerator. Enclosed backyard. Full price only \$14,000—\$3000 down, balance like rent.

ALSO SAME AREA—Modern 3 bedroom, 2 bath home. Completely furnished including TV, all new furniture. Large corner lot. \$14,950, less than 1/3 down.

E. C. GARLAND

REAL ESTATE

MADGE ROCKS—Associate Broker. Residence Ph. 4878 or 9157

482 North Palm Canyon Drive

Phone 2140

Houses for Rent 46

Household Goods 50

Palm Springs

SPACIOUS DELUXE DUPLEX

TWO large bedrooms, less than 5 minutes to downtown, prefer adults or children over 12. Very nicely furnished, beautiful yard. Garage. Reasonable rent. 590 Desert Way or call Mr. Ewing. Palm Springs 2236 or 5854

OCOTILLO—One of the finest

homes in Palm Springs. Furnished 4 bedrooms, 3 baths, hardwood floors (no slab). Most modern air conditioning and filtering by SERVEL. New pool 18x32. Walked lot 110' x 135'. Available one month to 10 years. Ph. 2909.

BEDROOM and den, 3 bath, unfurnished home. Available Nov. 1st. \$200 per month on year's lease. Muriel C. Fulton, Realtor, 125 S. Palm Canyon Dr. Phone 2225.

2 BEDROOM, 2 bath beautifully furnished owners home, corner. \$600 month for season, plus gardener and utilities. \$3600 yearly lease. 308 No. Sycamore. L.A. Apt. 302. Ph. Webster 6-2562.

BEAUTIFULLY furnished 2 bedroom, and den, unit heat, TV, walled-in yard, double garage. 8 months lease. \$300 per month. Phone 2475 or 7900 owner.

CASA MARGARITA

Deluxe complete furnished bedroom, studio, and bungalow apartments. Daily maid service. Heated pool. TV, solarium. Open all year around, north of El Mirador. 336 Paseo El Mirador. 5385

UNSURPASSED IN DESERT CHARM

New, spacious. Lavishly furnished Apartments. Ideal for discriminating Sun-Lovers. Heated Pool. Daily Maid Service. TV Cable. 586 WARM SANDS DRIVE Ph. 2402

Tamarisk Country Club

FURNISHED, 4 Bedrooms. Pool. Refrigeration. \$1500 a month. PHONE 7-452

NICE roomy furnished 2 bedroom house for rent or lease near Mayfair Market. 365 E. Alejo Road. Palm Springs.

BEAUTIFULLY furnished, landscaped, 3 bedrooms, 3 baths, lanai, heated pool, near El Mirador. \$3600 Season. Phone 6769.

ATTRACTIVE 1 bedroom furnished apartments. Kitchen, bath, nicely decorated. Reasonable. Season tenants desired. In Cathedral City. Phone P. S. 3823.

NEW Deluxe 1 and 2 bedroom furnished apartments. Center of town. Pool. Refrigerated, TV cable, utilities. Adults. Seasonal. Yearly rates from \$150. 372 So. Belardo.

ATTRACTIVE 1 bedroom furnished apartments. Kitchen, bath, nicely decorated. Reasonable. Season tenants desired. In Cathedral City. Phone P. S. 3823.

NEW beautifully furnished apartment. All the things you look for in a home. For discriminating adults. Also 1 extra large studio. Lease. Ph. 9246.

1 OR 2 Bedroom, furnished or unfurnished. Pool. Reliable adults only. From \$125 per month. COL. WARD WOOLDRIDGE 238 E. Palm Canyon Dr.—Ph. 2360

1 BEDROOM, re-decorated, TV, exclusive district, adults. \$100 month on yearly lease. 990 N. Patencio Road. Ph. 4734.

\$15 WEEK AND UP CENTER OF TOWN ROOMS AND APARTMENTS

Special Rate to Local Workers

PHONE 2957

MODERN furnished, re-furnished, re-decorated, TV, exclusive district, adults. \$100 month on yearly lease. 990 N. Patencio Road. Ph. 4734.

\$50 SMALL TRAILER FOR ONE. POOL PRIVILEGES

Desert Trailer Village — Office.

1 BEDROOM house, partly furnished, Thunderbird area. Lease. \$70 month. Phone 9417.

2-ROOM FURNISHED GUEST HOUSE 815 ARQUILLA

\$75 SUITABLE for two, furnished house, 410 San Raphael Rd., for lease. Phone 2269.

NEW 2 BEDROOM, 2 bath beautifully furnished — 6 months at \$275 per month. Phone 9475.

Houses for Rent 46

FURNISHED 1 bedroom \$75. No pets or children. Use of pool. Thousand Palms — Phone 481

\$25 MONTH only. 4 room house to right caretaker couple. Light duties. N. Palm Springs area. PHONE 4-2613

KITCHENETTE Apartments and Rooms, air cooled, centrally located, swimming pool. Reasonable Rates. Ph. 9006.

STUDIO apartment furnished, with use of heated pool. \$125 including utilities. Call evenings, 610 Camino Real, phone 4927.

35 COLUMBIA Trailer for season. Pool privileges. See at Ramon Trailer Park, Lot 265.

PENTHOUSE, nice 2 room, tub, shower, garage, cable, season. 2 adults. 276 Palo Verde Ave.

1 BEDROOM furnished apartment, pullman bath. \$110 month. Adults 547 CALLE ABRONIA

1 BEDROOM full bath, fireplace. Colorful, furnished. Nice Reasonable. Phone 6921.

LARGE 2 bedroom, panel ray, air conditioned, TV Cable. Close in. 555 Calle Roca.

Investigate Before You Invest!

Household Goods 50

WASHING Machine—Winger type

Cabinet sewing machine. 66" Settee. All reasonable. Phone 7478.

1948 GAS Servel refrigerator, 10 cu. ft. Freezer across top \$95. PHONE 2551

FURNISHED one bedroom, newly decorated, TV Cable, Reasonable. 328 N. CALLE ENCILIA

FURNISHED 2 Bedroom home. \$125 month. Call Monday, Tues, Wed. Barling 2786.

Radios & Television 50B

SALES AND SERVICE

R.C.A. AND PHILCO DEALER

TV. RADIOS AND AUTO RADIOS

HALLMARK TV

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Trailers for Sale

BIG SAVINGS ON ALL HOUSE TRAILERS NEW AND USED

Shop Here, We Have the Largest Selection in the Valley

PRICED TO SELL — TERMS TO SUIT

Kits, Vikings, Roadmasters, Norsemen, Goldenstate, Kenskill, Silver streak

15 TO 50 FOOTERS — 1-2-3 BEDROOMS

HAROLD ONKEN SALES

193 WEST 5TH STREET

West Edge of San Bernardino on Highway 66

Open 'Til 9 Every Night Phone 85-5221

Trailers for Sale 51

Trailers for Sale 51

Fleetwood-Terry Terra Cruiser Universal

on all NEW AND USED TRAILERS Sizes 13 to 48 feet

6 ft. wide to 15 ft. wide DURING OUR ALTERATIONS AT NEW LOCATION

AL ROSE THE TRAILER KING

68-120 Highway 111

Just Arrived Complete Line 1957 ALJOS

Also showing the beautiful 1957 MAYFLOWERS — With great construction at a moderate price.

Trailer Rentals and Insurance

MERRIT'S TRAILER SALES

67-700 Highway 111 Tramview Telephone 8-6655

RAMON MODERN FURNISHINGS

WE HAVE the largest stock in the Palm Springs area. Come in browse around without obligation. Low down payment, up to 24 months to pay.

Good Trade-in Allowances Corner Ramon and Sunrise Phone 2173

DAVENPORT—good condition \$35, matching overstuffed chair \$15, 2 large lamps \$10 each. G.E. Refrigerator, 6 cubic ft., perfect condition \$60. Various miscellaneous articles, reasonable.

PHONE 5918

DAVENPORT—good condition \$35, matching overstuffed chair \$15, 2 large lamps \$10 each. G.E. Refrigerator, 6 cubic ft., perfect condition \$60. Various miscellaneous articles, reasonable.

'Parents' Voting' Is New Contest In School Here

"Why My Parents Should Vote" is the theme of a contest opening today for all children between the ages of eight and 12 inclusive who attend schools within the Palm Springs Unified School District, or who live within the city limits of Palm Springs and attend private or parochial schools.

Sponsored by Palm Springs Voluntary Locals No. 1341, Forty and Eight, honor society of the American Legion, the contest offers two new deluxe Schwinn bicycles as prizes for winning statements of 25 words or less. The bicycles were secured through the courtesy of Pop Menard's Hobby Shop, 378 South Indian Avenue.

A BICYCLE WILL be presented to the winning boy and girl whose entries, in the opinion of the judges, are the best. Entries will be judged on originality, sincerity and neatness, and must be submitted in the handwriting of the contestant. All entries will become the property of the sponsor, and the decision of the judges will be final. Entries must bear the name, age, address and the school attended of each contestant.

Through the courtesy of Dr. Wallace Mueler, superintendent of schools, contest announcements and official rules were distributed today in all schools of the district.

CONTEST DEADLINE is noon, Monday, Oct. 29. Winners will be notified, and bicycles will be awarded by members of the Forty and Eight during half-time of the Palm Springs High School football game on Friday evening, Nov. 2.

EL MIRADOR HOTEL
FINNISH BATH OPEN TO THE PUBLIC
Rock Steam Baths & Swedish Massages only \$500
Departments for Men and Women
This season we can give you massages in your own home.
FRED LEEMANS — Phone 2044
The El Mirador Hotel



OPEN HOUSE CELEBRATION of the new, modern Coachella Valley Savings and Loan Association offices was very successful, according to William Smith, president,

with thousands of persons inspecting the new facilities Saturday afternoon and evening. The previous evening, pictured above, about 400 contractors and realtors are invited guests attended a sneak preview and chuckwagon dinner. (Desert Sun Photo)

High School Highlights

By MELINDA HOUGH

Again this year the Journalism class of Palm Springs High is working with The Desert Sun in bringing you the news from the local campus.

The biggest news on campus last week, and around the nation for that matter, was the invasion of the school by the sight of bare knees. The Senior boys were the leaders who were soon led back to

change into long pants. The boys have now taken their idea to the Student Council and the question now is will the dimpled knees be seen again on the campus.

The Seniors again made news by starting a new addition to the senior activities. Each Wednesday, Seniors, Hats, and picnic lunches gathered into a roped off area of the High School quadrangle. During this noon time activity the students sing songs, lead cheer and play games. The class of '57 hopes to make this a school tradition.

Woodmansee and Carol Shurley. The new majorettes are Pat Hayhurst, Koral Himes and Dottie Neidhart. Returning are: Jean Colburn, head majorette, and Pat

Peacock.

CLASS ELECTIONS were held and it was a rough fight for all the students who ran. The Freshmen elected Dennis Hicks, president; Maria Marmolejo, vice president; Jo Jo Rosin, secretary and Virginia Peller, treasurer. Those who came out on top of the Sophomore election were Bob Bigelow, president; David Singh, vice president; Hazel Miceli, secretary and Donnie Ellison, treasurer. For the Junior class the officers are Haig Harris, president; Bonnie Woodmansee, vice president; John Gallerani, secretary, and Shirley Kaplan, treasurer. The Senior class will be represented by Rollin Bizer, president; Lindsay Nielson, vice president; Stephanie Bruton, secretary, and Sharon Smith, treasurer.

The Indian Club, under the direction of their new president, Don Bradley, sponsored Color Day. The entire student body, with the exception of about 15, joined in and wore red and white for the school spirit drive. Those who failed to wear the correct colors were brought up before the assembly and were given a pledge. Following the pep assembly there was a pre-game parade. About 30 decorated cars with students, crepe paper, and signs paraded up and down Palm Canyon Drive.

Five new pom pom girls and three new majorettes have been elected out of about 30 girls who tried out. The new pom pom girls are: Judy Geller, Jo Jo Rosin, Ann Waters, Wendi Hammond, first substitute, and Jaci Sale, second sub. The girls returning from last year are: Neenah Hall, head pom pom girl, Theola Neil, Ann Holmes, Doris Wood, Bonnie

Woodmansee, vice president; John Gallerani, secretary, and Shirley Kaplan, treasurer. The Senior class will be represented by Rollin Bizer, president; Lindsay Nielson, vice president; Stephanie Bruton, secretary, and Sharon Smith, treasurer.

Record Campaign Planned by Dodge

A record number of newspapers throughout the country will be used to launch the 1957 Dodge advertising campaign, Wendell D. Moore, Dodge assistant sales manager-advertising and sales promotion, said today. The new models make their debut Oct. 30.

"More than 4,000 papers, including every important daily

Woodmansee and Carol Shurley.

The new majorettes are Pat

Hayhurst, Koral Himes and Dottie

Neidhart. Returning are: Jean

Colburn, head majorette, and Pat

Peacock.

DR. G. M. MILKIE
OPTOMETRIST
Complete Visual Care

- Contact Lenses
- Visual Training

102 EAST AMADO ROAD
Phone 9320

FINAL REDUCTIONS!

SALE

Hurry! Sale Ends Soon!

Open Evenings Until 7:00

Monroe's for MEN & BOYS
Clothing - Shoes - Sportswear

155 E. ANDREAS — Opposite California Electric

The Desert Sun Tuesday, Oct. 16, 1956 14

Sun Classified Bring Quick Results

Dr. Alton E. Horton
of Westwood Village, Los Angeles

Chiropodist—Foot Specialist

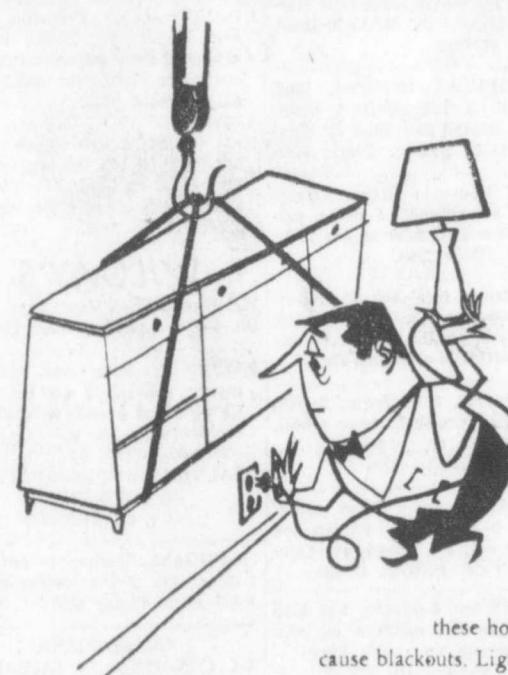
Suite 227, Oasis Bldg. — 121 S. Palm Canyon Drive
PHONE 9144

Buying or Selling Real Estate

Use Multiple Listing Service today! It saves you weeks of hunting... you get what you want where you want it. It adds nothing to the cost of the transaction.

The Following Realtors are Members of MULTIPLE LISTING SERVICE OF PALM SPRINGS

ASSOCIATED REALTORS	JAMES, MARTHA	2751
457 N. Palm Canyon Dr.	446 N. Palm Canyon Dr.	
BOGESS INC.	2971	
Penthouse 31, The Plaza	2553	
CROMMELIN, JACQUES B.	596 S. Indian Ave.	
174 N. Palm Canyon Dr.	5496	
MILLER, FRANK W.	2929	
428 N. Palm Canyon Dr.	9475	
DAVIS, JOHN C.	1171 N. Palm Canyon Dr.	
MUNHOLLAND & CO.	8-3251	
615 Broadway, Cathedral City	1059 N. Palm Canyon Dr.	
De VORZON, JULES	5240	
380 N. Palm Cany Dr.	464 N. Palm Canyon Dr.	
DUNLEVIE, ERNEST G.	5254	
1807 N. Palm Canyon Dr.	2277 N. Palm Canyon Dr.	
FOSTER, HERBERT H.	3555	
559 S. Palm Canyon Dr.	NICHOLS, CULVER	2182
FULTON, MURIEL E.	861 N. Palm Canyon Dr.	
125 S. Palm Canyon Dr.	2225	
GANNON REALTY CO.	PALM SPRINGS REALTY	
711 N. Palm Canyon Dr.	505 N. Palm Canyon Dr.	5815
GREENFIELD, ARTHUR	PRESS, THERESA	5282
1404 N. Palm Canyon Dr.	611 S. Palm Canyon Dr.	
HAMMOND, JAMES W.	RANSOM REALTY CORP.	2793
875 N. Palm Canyon Dr.	1542 N. Palm Canyon Dr.	
HASKELL, JOHN & CO.	2594	
456 N. Belardo Rd.	RAY, TERRY	2064
HEISER, WILLIAM J.	773 N. Palm Canyon Dr.	
1546 N. Palm Canyon Dr.	VENGER, LOUIS	5595
HICKS, HAROLD J.	3775 N. Indian Ave.	
813 N. Palm Canyon Dr.	WEINSTEIN, RALPH	2884
HUTTON'S REAL ESTATE	256½ S. Palm Canyon Dr.	
505 N. Palm Canyon Dr.	WILLIAMS, JOHN	3311
HYDE, CORA B.	423 N. Palm Canyon Dr.	
290 N. Palm Canyon Dr.	WRIGHT, BILLY	5727
	382 N. Palm Canyon Dr.	



all joking aside

You can't use the electrical appliances you want today in a home with out-dated wiring.

Yet 80% of the homes in this country don't have enough HOUSEPOWER. Families living in those homes can't have the appliances they need and want.

Not only that—in most of

these homes even appliances regularly in use cause blackouts. Lights flicker, TV reception is poor, toasters and irons take forever to heat.

Yet often a little more wiring is all that's needed.

And modern wiring can easily be installed without inconvenience and at reasonable cost. You can "wire on-time" if you like. Why not investigate Modern Wiring for your home?

Remember—

If you are a California Electric Power Company customer you are entitled to FREE ADEQUATE WIRING Advisory SERVICE Contact your local Calectric district office or write:



Calectric Adequate Wiring
P. O. Box 512
Riverside, Calif.



California Electric Power Company

Lillian Agar

of the

El Mirador Hotel

pre-season

clearance

Suit.. Daytime and Cocktail Dresses

Reduction of

1/3 & 1/2

Now Showing Our Stunning

New Fall and Early Winter Models

in Lobby of El Mirador Hotel

Real Estate Firms in Palm Springs and Desert Area

PALM SPRINGS Phone

HARRY REID and RUSSELL WADE 2855
850 S. Palm Canyon Dr.

ISRAEL, ADOLPH 2981
671 N. Palm Canyon Dr.

ROCKS, MADGE O. 2601
482 N. Palm Canyon Dr.

SHEPTENKO, PETER B. 2727
The Pioneer Realty Co.
475 N. Palm Canyon Dr.

CATHEDRAL CITY
CLARK, PAUL W. 8-4691
762 Broadway

JORGENSEN, E. M. 8-3401
68-574 Broadway

SHARP, JOHN 8-8303
555 Broadway

SHERRILL, R. H. "Bob" 707 & 713 D' St. 8-3534

LA QUINTA
HOFFMAN, MILTON A.
P.O. Box 306 9-3941

PALM DESERT
CARL HENDERSON
73-941 Highway 111

EDITH EDDY WARD
P.O. Box 281

RANCHO MIRAGE
EWART, ESTELLA C 8-7141
71-833 Highway 111

RANCHO MIRAGE REALTY
CO. 71-811 Highway 111 8-3881

TED SMITH 8-5022
71-691 Highway 111

THUNDERBIRD AREA
TONY BURKE 8-5432
70237 Highway 111, ½ mile

west of Thunderbird C.C.

Adv.